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Winter 1987

Volume 5

Number 1

Stonehill

Alumni Magazine



There are many exciting happenings in progress all around the campus as this issue of the Alumni Magazine goes to press. Once again we are eager to share this information with our readership and also to encourage anyone with questions concerning developments at the College or ideas for a future issue of the magazine to contact any member of the Development staff.

The following pages contain several profiles of individuals including a long-time College administrator, a highly visible alumnus, and a local businessman with a unique view of Stonehill. A report is presented in this issue regarding the recent six million dollar federal grant that the College has been awarded plus the text of the proceedings which led to the decision. Another feature by a new member of the Stonehill faculty offers an informative overview of the impact that advertising has on consumer buying choices.

As you read the issue and learn more about the current status of the campus and its people, please remember that your interests, concerns, and activities are important in the development of future issues and I look forward to hearing from you.

Best wishes for health and happiness in the year ahead.

Karen DePasquale O'Malley
Editor

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Stonehill

Alumni Magazine

Winter 1987

Volume 5 Number 1

Editor

Karen DePasquale O'Malley

Contributing Editors

Mary Donna Corcoran '82
Timothy J. Lawlor '81

Photography

Bauman Photography, Inc.
Karen DePasquale O'Malley

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Open to qualified men and women of all races and creeds, Stonehill College is pledged to a policy of nondiscrimination in the educational programs and activities for employment therein. Specifically, Stonehill College provides educational and employment opportunities to qualified persons regardless of race, sex, handicap, age, marital status, religion, color, or national origin, except where such conditions may constitute bona fide qualifications for the activities or positions in question.

Opinions expressed in the *Stonehill Alumni Magazine* are those of the authors and not necessarily of Stonehill College.



Cover photo: "Lou" Gorman poses with Red Sox players Calvin Schiraldi and Don Baylor, who joined the Red Sox organization through separate deals orchestrated by Gorman. Schiraldi came to Boston from the New York Mets in December, 1985 and Baylor from the New York Yankees in March, 1986.

Paying Tribute to C. James Cleary — “Mr. Stonehill”

by Paul R. Stevens

C. James Cleary, who has seen Stonehill grow from a small college with classrooms in one building, and no female students, to a nationally respected coeducational institution of learning during his 37 years as teacher and administrator, will retire on June 30, 1987.

He started teaching his first history class in the fall of 1949 in the old Stone-House-Hill mansion built in 1905 by Frederick Lothrop Ames. The mansion was renamed Donahue Hall in 1963.

In 1951, the College became coeducational when it enrolled 19 women. At the College's first commencement in 1952, sixty-five men received diplomas. Cleary remembers classes being held in rooms on the first floor of the mansion, including the dining room.

Facing a visitor as he sat on the long, blue sofa decorated with tiny pink and white flowers in the president's office, “Jim” Cleary, as he is known informally, explained his decision to call it quits next June. His gaze was steady, his voice calm as he spoke, but his expression gave a hint of wistfulness.

“I was 64 years old on Nov. 26, and I still enjoy good health,” he said. “Some of my friends and colleagues are saying, ‘Why are you retiring?’ My reason is that I’ve been in the education field roughly 40 years and have accomplished all I feel I am able to without getting in the way of younger people with fresh ideas and with their own, unique contributions to make.

“I’ve had a very wonderful, very full career, but I think it’s time to step out . . . time to enjoy my children and grandchildren and do things I’ve never had time to do before.”

He and his wife, Florence, have five children and five grandchildren. Four of their children, James, Paul, Stephen and Susan, graduated from Stonehill. The fifth, Joan, is a graduate of Bridgewater State College. All are doing well, their father said.



C. James Cleary has held numerous positions during his 37 years at Stonehill including faculty member, dean, executive vice president, interim president and, in the fall of 1986, acting president.

“I have firsthand evidence of the high quality of education this institution provides,” he added.

Executive Vice President Cleary, serving as acting president in the absence of the Rev. Bartley MacPhaidin, C.S.C., who was on sabbatical last semester, spoke in his shirtsleeves, for it was unseasonably warm.

Born on Nov. 26, 1922, in Norwood, where he has lived for 61 years, he was named Cornelius James Cleary. He signs his name “C. James Cleary,” but his friends and associates call him Jim.

He didn’t say so, but Jim Cleary, one of six children, must have been born with the kind of bound-to-win spirit that Horatio Alger, author of another time, described in his tales about youngsters fighting heavy odds to become somebody.

“I sold the old *Boston Post* when I was a kid for 2 cents a copy,” said Cleary. “While in Norwood High School, I worked Fridays and Saturdays at First National stores. All the money was put away for college expenses.”

He was 18 when he entered Boston College, where he majored in the classics. He graduated in 1943 with a bachelor of arts degree. “I took Latin and Greek with the thought of becoming a teacher,” he said.

Following his departure from Boston College, Cleary served with the U.S. Army. During the years that followed, he was trained for duty with the infantry and in this time saw service in Italy with the 5th Army.

“I was there about a year in very advanced combat training, but the war in Europe ended and I returned to the states, facing possible duty in the Pacific. While on layover at Fort Warren in Wyoming, the war in the Pacific ended.”

He returned to Boston College in the fall of 1946, taking courses through the following summer. He received his master’s degree in history in August, 1947.

A secretary who had entered the president's room earlier with coffee returned to say someone was waiting to talk with him on the telephone in the outer office. Cleary excused himself to accept the call, which turned out to be from someone curious to know how Cleary's conversation had gone that morning with Senator Ted Kennedy. Upon his return to the president's office, formerly the master bedroom of Frederick Lothrop Ames and his wife, he explained, "Senator Kennedy telephoned me this morning from the floor of the Senate to say the bill calling for establishment of the \$6 million Joseph W. Martin Institute for Law and Society at Stonehill was about to be passed by the Senate." He said it easily, with the air of a man who often talks with important people.

He picked up the threads of his previous conversation.

With two college degrees behind him, and looking for work, he learned from the Rev. James Burke, S.J., that the University of Scranton in Pennsylvania, a Jesuit College, needed a history teacher.

He applied and, with Father Burke's recommendation, got the job. He was 25



C. James Cleary, shown in a 1952 photograph when he was assistant professor of history and government at Stonehill.

when he started teaching that fall in 1947. In December, he and the former Florence Grande, a resident of Norwood whom he had dated while in college, got married.

Their first son, James, was born in Scranton in October, 1948. Today he is successful in sales for a Boston office furnishings firm.

"My wife wanted to move back to Norwood where our family ties were," said Cleary, "so I went job hunting again.

"I heard that the Holy Cross Fathers had opened Stonehill College in North Easton on the old Ames estate so I applied in February, 1949, for a job. I was invited for an interview with the college's first dean, Father James Moran. He hired me.

"I finished out the school year in June at Scranton, then started teaching at Stonehill that September, which means I have been here 37 years . . . an awfully long time. I'm not the oldest member of the staff, but that's a record from a standpoint of years served."

He said, "I became part of a very small faculty. The history and political science departments became almost a one-man show for me. As the College began to grow in the very early years, I became chairman of the social studies department, which encompassed history, economics, sociology and political science.

"Then, as the College continued growing, these departments split off into individual departments, and I ended up as chairman of the history department."

Jim Cleary taught history for 19 years. He must have done much that was right in the classroom judging from letters former students have written to him. These sentiments appeared in a letter Cleary received in 1977 from William J. Sullivan from the chancellor's office at the University of Maine congratulating Cleary on being chosen to serve as interim president for several months after the Rev. Ernest J. Bartell, C.S.C. left to take a position with HEW, and before Father MacPhaidin was selected as the College's eighth president:

"It is a satisfaction to me that you are one of that optimistic band of pioneers who came to Stonehill when it was nothing more than an acre and a dream. The extraordinary quality of your teaching was one of the immediate signs that Stonehill was, indeed, something special."

Robert Wilkinson, '52 of the Department of English at Villanova University wrote: "You have been a model for me, Jim, in my teaching: Know your material! Students can easily see through a fraud."

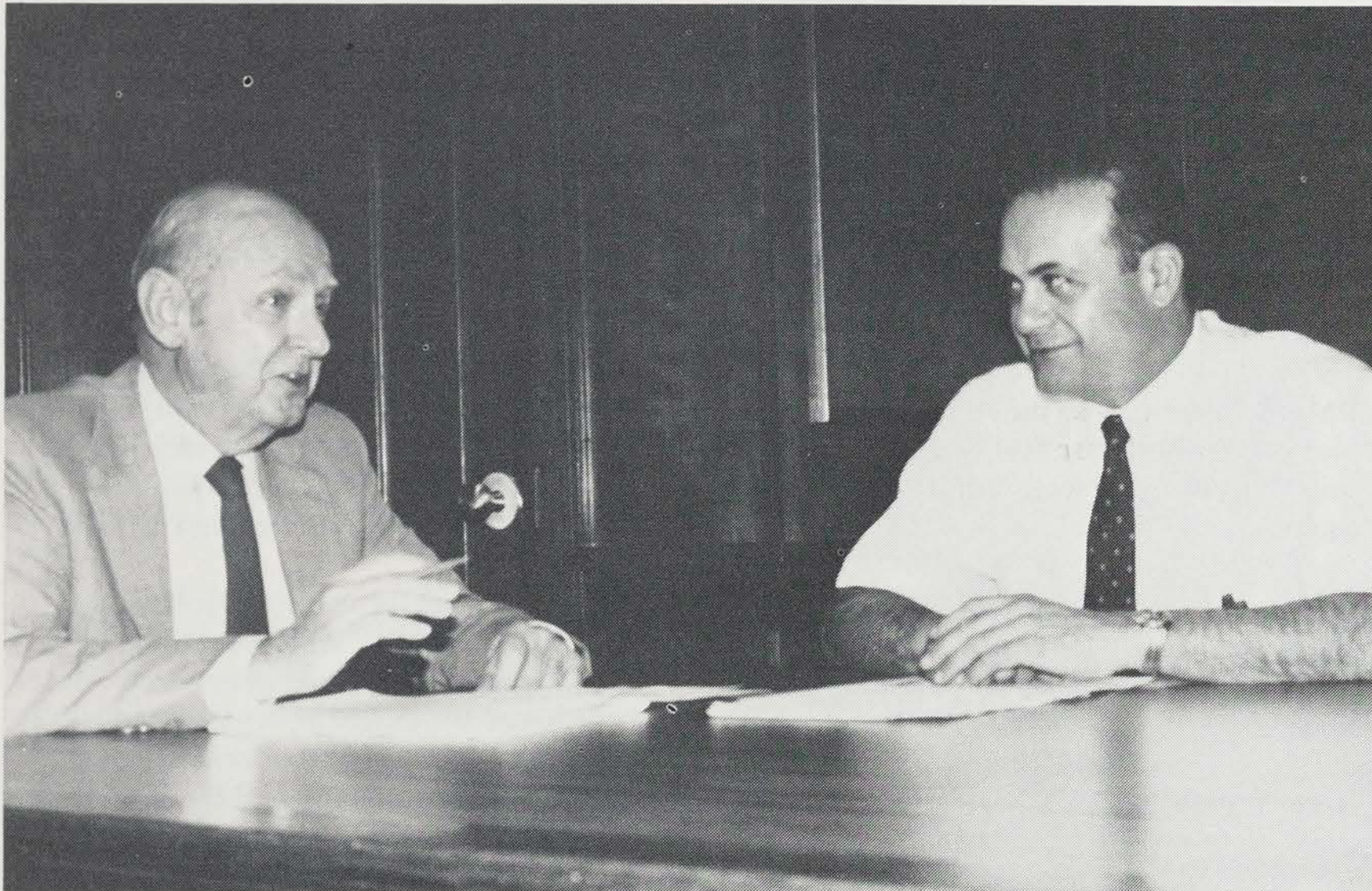
Rita Smith, '62 formerly of Holbrook, now in Vancouver, WA, where she is school curriculum supervisor for Southwest Washington, was named outstanding social studies teacher of the year by *Time* magazine and the National Council for Social Studies in 1984.

"*Time* gave me \$2,500. I decided that rather than use it to pay bills, I'd spend it for a better purpose by establishing a scholarship at Stonehill College."

Rita honored her former professor by establishing the C. James Cleary Scholarship for students who want to pursue a career in teaching.

In her across-the-nation telephone interview, she said: "Of all the teachers I had at Stonehill, and after Stonehill in my educational training, Jim Cleary was the most influential. It was because of him that I pursued a teaching career."

Dr. James Kenneally, professor of history at Stonehill, came to the College in 1958. In looking back at his long association with Cleary, he recalled, "Jim was already a legend when I first appeared on campus. Machine gun delivery, well organized and provocative lectures, with nary a note. Despite my background and teaching experience, I felt inadequate in our two-man department. One day, Dr. Mary Alice Moore, a legend in her own right, told me she understood I was a good teacher. 'Nearly as good as Jim Cleary.' She paused and then repeated the words, 'nearly as good.' I was elated, what greater compliment could a young instructor receive in 1958."



The 1961 Stonehill yearbook was dedicated to Jim Kenneally's colleague and friend.

C. James Cleary (left) and Financial Vice President and Treasurer Edward P. Casieri.

Cleary spoke of the "phenomenal growth" of the College from 1948, when 134 male students enrolled, paying \$420 for tuition for the year. "The few buildings on the property then probably were valued in the order of \$100,000," he said, "whereas now, the 27 buildings scattered around the campus are insured for \$45 million.

"The student population today exceeds 1,800 full-time students, and the College deals with roughly 2,000 people in the evening college in the course of a year. We have 9,500 alumni . . . many very successful in all the professions. And the alumni are very loyal to Stonehill. About 37% contribute on an annual basis to the college."

Cleary turned his head and looked at the handsome bookcases filled with equally handsome books against the wall on the fireplace side of the office. "I ordered those bookcases sometime ago," he said. "I found the books piled on the floor in the corner. I had to do something about that."

The veteran teacher and administrator closed his eyes and lost himself in deep thought for a time, trolling for memories.

Then, in a tone of reverence mixed with awe, he spoke about the successful gamble the Holy Cross Fathers took when they established Stonehill College with many prayers but very little money. The College evolved from a seminary established by the priests on 350 acres of land they bought on October 17, 1935, from Mrs. Edith C. Cutler, widow of Frederick Lothrop Ames.

"The College as we know it today," he said, "and, indeed, the community at large, owes a very great deal to the foresight and the sacrifice of the Holy Cross Fathers who struggled to bring this place into existence in 1948.

"When we think of the Stonehill story, it's essential that we think not only in terms of the founders and of their lasting spirit, but also of the great dedication of the faculty to the student body.

"Also we must think of the loyalty of the alumni and the support the College has always received, not only from the immediate communities like Brockton and Easton, but from the national scene, too. People who have committed themselves to support us include the present chairman of the trustees, Raymond Pettit, senior vice president of the Rockefeller Group, Thomas Doyle, senior vice president of the W. R. Grace Co. of New York, Al Lippert, chairman of the board of Weight Watchers International, Inc., and David Ames of Easton, a great supporter. These men, and many others like them, came on the board because they believed in the mission of the college."

Cleary, himself, has been a powerful catalyst in bringing the College from its struggling infant days to its present state of excellence. A colleague once said, "There are many who have done much for Stonehill, but every one of us here, at one time or another, has naturally referred to Jim Cleary as 'Mr. Stonehill.' "

Rev. Robert J. Kruse, C.S.C., Academic Vice President and Dean at Stonehill reinforced this profile of Cleary's dedication: "If anyone at Stonehill College is an institution, Jim Cleary is. For almost forty years, his presence has been felt. While others have come and gone, Jim has remained on the scene, a powerful force in shaping that College that exists today. The reason for his impact is simple. His first concern has always been what is best for Stonehill; not what is convenient or expedient, but what is best for Stonehill. Even when you disagree with his judgment, you have to admire his dedication. You know Jim Cleary wants what he thinks is best for the College. After his family, Stonehill has been Jim's great love.

"In addition to his loyalty, Jim has brought a lively wit to his work at the College. As teacher and as administrator he was never at a loss for the quick retort. You never had to fear a dull class or a dull meeting when you knew Jim was going to be on the scene. His wit is a great gift and he uses it generously."

Father MacPhaidin, a former student of Cleary, surprised him at the College's 28th Commencement exercises on June 6, 1979. He conferred upon Cleary the honorary degree of Doctor of Letters. President MacPhaidin said in his remarks: "Early graduates of Stonehill, including myself, are deeply indebted to this man for his inspired teaching in history and government. We could never fathom the mystery of his being able to deliver tight, cohesive lectures for 50 minutes without the benefit of notes.

"All the early classes would rise to honor him with one voice. Later classes have been the beneficiary of a more hidden, but equally valuable, administrative service.

"From his work as Associate Academic Dean, he has been called, like Cincinnatus from the plow, to serve the College as Dean and as President."

Jim Cleary left the classroom environment in 1968 to become Associate Academic Dean. He served under the Rev. David Arthur, C.S.C., the Academic Dean, during the presidency of the Rev. John Corr, C.S.C.

Nine years later, he was named Executive Vice President, and he has served with Father MacPhaidin in that position ever since.

Father MacPhaidin expressed his sentiments regarding Cleary's contribution to Stonehill and his upcoming departure from the College.

"In wishing Jim Cleary a happy and rewarding retirement with his wife, Florence, and the rest of his family, I speak for all members of the Stonehill community, past and present, who know and appreciate Jim's dedicated commitment to the College. His expertise, knowledge and advice have guided and shaped Stonehill through its formative and developing years, making it the strong and vibrant campus it is today. We are indebted and grateful to Jim Cleary, and we also trust that he will remain a member of the Stonehill community he so expertly helped create. Thank you, Jim, and God bless."

Everything has to end, including interviews. Jim Cleary, Executive Vice President who is winding down his career at the College, looked toward the big window behind Father MacPhaidin's desk, the window that looks out at sloping lawns leading to a magnificent lower campus with buildings that weren't there when Jim Cleary began teaching his first class at Stonehill at age 27.

He said: "My wife and I will do as the spirit moves." And he added happily: "I'll have Stonehill to come to when I want to . . . yes, I'll always have a place I love to visit."

And Stonehill will always welcome Jim Cleary with open arms.

Paul R. Stevens is a feature writer for the Brockton Enterprise

Photographic Memories and a Pledge for the Future

by Karen DePasquale O'Malley

Stanley A. Bauman, owner and chief photographer of Bauman Photography, Inc. in Brockton has always based his efforts to establish a unique photographic library on the premise that his lifelong career as a photographer was worthwhile and would result in a valuable historical resource for the future.

The Bauman collection, which includes thousands of photographs and negatives dating back to 1935, covering all aspects of politics, sports, and economic and social development in Brockton, has recently been pledged to Stonehill College by the photographer himself. The photographic collection that Stonehill will gain from the magnanimity of Bauman is of historical significance to the College and the surrounding communities. Bauman is pleased that Stonehill will preserve this extensive collection and that the fruits of his labor will be accessible to the society that he has observed through a lens opening for more than fifty years.

"I finally came to the realization that other photographers and other writers have accumulated material over the years and much of it has been stored in attics or in places where it might be inaccessible and, if found by someone who did not realize that it had any value, could be thrown away. I wanted to have my collection at a place where it might prove useful. Father MacPhaidin and I agreed that at Stonehill, the collection would be kept as a record which would be open to students and others who are interested and would be continually cared for, which is exactly what I want to occur. From the historical standpoint, they are worthwhile. As a result of talking to Father MacPhaidin, I feel that Stonehill would give the collection more consideration than someplace else where the archives would not be as easily available for someone who wanted to look into the past."

Bauman Photography, Inc., has been in existence since 1970. Prior to the start of his own business, which he operates out of his childhood home on the West Side of Brockton, Bauman was employed for

41 years by the Brockton *Enterprise* newspaper. He began working at the *Enterprise* as a high school correspondent and became a full-time reporter upon graduation from Brockton High School in 1931. Without any formal journalistic training, he learned quickly on the job. Photography developed as a hobby initially for the Brockton native and once again he gathered his knowledge and expertise through experience. His photographic style evolved from following the work of accomplished photographers whose pictures appeared in the *Boston Globe*, *Life* magazine, and other publications. Eventually he put aside his reporting duties and devoted all of his time to photography.

When he decided to resign from the *Enterprise* in 1970, the newspaper encouraged him to take a leave of absence rather than resign, and it has lasted for 16 years. He attributes his success and prosperity in his business endeavor to hard work, persistence and determination. Over the years fifty-five students have apprenticed with him and one former student, Joe Marcus, has stayed on for twenty-five years. Marcus manages business matters while Bauman does most of the photography. The business caters to a variety of clients,



Stanley A. Bauman

including hospitals, lawyers, real estate companies, insurance companies, and general commercial work. Bauman still contributes a substantial number of photographs to the *Enterprise* each month. Marcus specializes in aerial photography.



Philippine President Corazon Aquino received an honorary Doctor of Humanities degree at Stonehill's 1984 Commencement.



John F. Kennedy visited Stonehill in 1958 as a young senator. Kennedy spoke to members of the student body on the steps of Donahue Hall.

Bauman was frequently assigned to cover Stonehill events when he worked for the newspaper, and for the last ten years has been the unofficial “campus photographer” becoming familiar to the campus community very quickly. He has photographed almost every notable event that has taken place at Stonehill in the past decade, and the result is his strong personal identification with Stonehill, which goes beyond professional responsibility. Bauman, who never attended college, is an advocate of higher education and enjoys the atmosphere on the Stonehill campus, an area he knew well before the College was established. While he believes that determination, drive and interest are the elements of success and have certainly proven true in his own life, Bauman is almost apologetic when he mentions his lack of a college degree and encourages young people to consider their futures very seriously. The educational opportunity that he offers students to learn photography skills in his studio is beneficial to both Bauman and the students. Many of the former “apprentices” still keep in touch with him.

Bauman, 72, does not entertain the thought of retirement in the near future. He is content with his decision to leave his vast photographic collection to the College and continues to take great enjoyment in his work, which keeps him busy seven days per week.



Former heavyweight boxing champion and Brockton native Rocky Marciano is pictured with Bauman in a 1953 photograph.

Former President Harry S. Truman (standing in car) visited Brockton in 1948. This photograph was taken by Bauman on Warren Avenue.



“I like my work very much and find it very fascinating because I am dealing with people. Also, it’s a test of my mettle in photography, competing with today’s young people in the field, and in the very competitive business environment. I am very happy to think that at my age I can be very successful. I attribute this to the fact that I love taking pictures. I enjoy it, I don’t get tired of it, and I like the challenge. I’m blessed with good health and I feel as though I’m as active, if not more so, as I was twenty years ago.”

Bauman’s studio reflects the history that he has captured on film. The studio, located in the basement of the home that he has lived in since he was five years old, features framed photographs of his most creative and prominent work. The office, which includes a darkroom and storage space for a small portion of the more than 500,000 negatives that are filed by date, alphabetically, and by subject and name, is the starting point for Bauman’s hectic weekly schedule and also where he is most comfortable reminiscing as well as speaking of the future.

Bauman recalls spending time as a youngster on the Frederick Lothrop Ames estate before the days of the Holy Cross Seminary and Stonehill, when the pond located on the property was used

for swimming and skating by neighboring youth. He first pursued his interest in ornithology on the Ames property and at one time identified 123 species of birds on the grounds. Bauman also remembered that back then his house on Breer Street was the only one on the street and the rest of the area was woods and fields, and that the area was an attraction for many varied species of birds as well. Since those early years, Bauman has seen tremendous growth in the area, in Stonehill and in the development of his craft. As the area grew commercially and Bauman progressed in his photographic career, he concentrated on keeping up with people, places, things and, of course, equipment. He started out using a box camera and later switched to a 4 × 5 Speed Graphic. Flashbulbs used with the Speed Graphic had to be thrown away after each flash and a photographer had to be very selective of what he shot because of the time involved to set up the camera. The possibility of getting sequential photographs was non-existent. Today's 35 mm cameras provide a high level of control and versatility for sophisticated photography and Bauman appreciates the available technology.

“In those days, any photograph that was taken in Brockton for the Boston papers had to be sent by train because there were no wire services. Then the photos had to be picked up by a messenger in Boston and delivered to the newspapers. It also took fifteen minutes or longer to develop and print a photograph as opposed to five minutes today, not to mention video technology where an



The late Francis Cardinal Spellman, who received an honorary Doctor of Letters degree from Stonehill in 1959 is shown laying the cornerstone of Cardinal O'Hara Hall, the residence facility built in 1961.



Mary Martin, here with Stonehill President, Rev. Bartley MacPhaidin, received an honorary Doctor of Arts degree from Stonehill in 1980.

instant playback can immediately show you what you have photographed.”

Whatever the state-of-the-art photographic equipment he is using, Bauman continues to make sure that the product is promptly catalogued and immediately available should a request for a photograph be received. Bauman was ahead of his time in developing such a well-organized record of his collection — one man's view of society's many changes. In the process he has served as the region's unofficial recorder and historian preserving a window to the past.

Louise Kenneally, Archivist and Special Collections Librarian at Stonehill comments, “The efficiency of Stanley Bauman's access system to his

photographs is a joy to an archivist's heart. It is simple and it works. Photographs are an area of primary source material to researchers in history, sociology, business, political science, as well as other disciplines such as architecture, film-making and urban planning. The material contained in the Bauman Collection will someday be an important part of the rich research resources available at the College.”

All photos in this article courtesy of Stanley A. Bauman

Karen DePasquale O'Malley is Director of News Information and editor of the alumni magazine at Stonehill College.

James “Lou” Gorman Manages for Success

by Christopher Swan

“FORGET THE PURSUIT OF HAPPINESS. THAT WAY LIES GRIEF. CONCENTRATE INSTEAD ON THE HAPPINESS OF PURSUIT.”

George Plimpton

Whether in Providence, Rhode Island or North Easton, Massachusetts, Lakeland, Florida or Kinston, North Carolina, Baltimore, Kansas City, Seattle, New York or Boston, it is quite possible that Lou Gorman has never seen a water glass half empty. “Life wouldn’t be worth living if there wasn’t a positive goal to look forward to,” explains the affable Red Sox general manager. “I like to look at life from the very positive, very optimistic side. I don’t care how bad things are, they’ve got to get better. This ballclub, for instance, can come back and we can win a World Championship. We came close this season, but in the next three or four years, if not sooner, we will do it. Some way we are going to put a club together to win the World Championship. That’s the approach I want to take in life.” And that’s the approach that has made Lou Gorman, Class of 1953, one of the most respected and successful men in baseball.

It is not surprising to learn that James Gerald Gorman loved baseball as a youth in Providence, Rhode Island. After all, the future Red Sox general manager played ball every chance he could, at every level he could, and played it very well. In fact, his prowess as a defensive first baseman earned the lanky left-hander the nickname Lou, as he was the sandlot’s answer to the great Lou Gehrig. At La Salle Academy, Lou continued to sparkle on the diamond, but he was also an accomplished high school basketball and football player, quarterbacking the La Salle squad that lost only two games his senior year. He earned All State honors in all three sports.

Baseball, though, was the sport he loved best. He was drafted out of high school by the Philadelphia Phillies and assigned to Appleton, Wisconsin to play first base for the Phillies Class D Team in the Wisconsin State League. However, Lou lasted only two months in Wisconsin (remember, it was his fielding that reminded people of Lou Gehrig, not his bat) and following a brief tryout with Cincinnati’s Class B affiliate in Providence later that summer, his baseball career as a professional player was over. That fall he enrolled in a small Catholic college founded a year earlier by the Holy Cross Fathers — Stonehill College.

It is ironic that Lou went to Stonehill that fall with every intention of playing football for former Notre Dame great, George Sullivan. Sullivan, who was a co-captain and starting tackle for the Irish in the days of Frank Leahy and John Lujack, had come to Stonehill to serve as athletic director, and it was thought that with his football background Stonehill would be able to build a first class program. Unfortunately, however, the small school couldn’t sustain the team, and in favor of putting the money towards developing the college and improving the campus, the sport was dropped. Luckily, though, there was still basketball (“our major sport”) and baseball, and Lou played both, earning a basketball scholarship in the process while contributing greatly to Stonehill’s athletic reputation. But nothing came easy for the new school on the block. “In those years trying to schedule athletic events was very difficult” recalls Gorman. “Schools didn’t want to play us because they thought we were too small.

Providence College never wanted to play us, Holy Cross only played us once. But Boston College was always very nice to us, they played us every year. In fact we beat them one year, 1952, which is the year they went to the N.I.T.’s. That was a big win for us.”

Almost immediately, his love for the school evolved beyond athletics. Of particular significance to Gorman, who planned to pursue a teaching career, was the enthusiasm and the commitment with which his priests and instructors conducted their classes. Lou’s Stonehill experience also taught him a thing or two about blazing trails — a challenging task he has faced more than once as a baseball executive. “In those days we had a great sense of history” recalls Gorman. “We felt that this school was going to sustain itself, grow, and be a great school some day. And we were going to build it.”

“We were Stonehill’s pioneers. We picked the school’s colors, we designed the school ring, we founded the school newspaper . . . and as Stonehill’s first graduates going out into the world we felt a responsibility to represent Stonehill and what it stood for.”



James “Lou” Gorman, Vice President and General Manager of the Boston Red Sox.

After leaving Stonehill and completing graduate studies at Bridgewater State College Gorman entered the Navy. His Navy years included tours of duty on the USS Hornet during the Korean War, the USS Salem, and he was also stationed at Newport, Rhode Island where he taught Naval History and Military Law in addition to coordinating an extensive sports program. But after eight years Gorman left the full-time Navy to rekindle a dream. “It was one of the toughest decisions of my life” says Gorman, who remained in the Naval reserves for 34 years before retiring as a Captain in 1984, “but I felt that I wanted to get into professional sports, so I had to give it a shot.”

Towards that end, Lou went to Tampa, Florida to peddle his résumé to baseball executives at the annual winter meetings. One executive who was impressed with Gorman right away was Eddie Gallihad, a troubleshooter who worked for the National Association, the governing body responsible for minor league baseball. In fact Gallihad was so taken with Lou that he arranged to have him operate a new franchise in the Class D Florida League. So, in Lakeland, Florida, amidst selling hot dogs and chasing foul balls, a baseball career was born.

After a successful season in Lakeland, Lou moved up two classes and the Atlantic coast to Kinston, North Carolina where he ran the Pittsburgh Pirates Class B affiliate for two seasons. Those Kinston years proved to be a great experience for Gorman. The team was loaded with major league prospects (the roster included Steve Blass, Al Oliver, and Gary Waslewski), and Gorman had the town sold on baseball. Attendance during Lou's first season was 146,000 which in light of Kinston's population of 20,000 was truly remarkable. "That was a fantastic experience," says Gorman, who, two years ago, was inducted into the Kinston Hall of Fame.

In 1964, Lou found himself in the major leagues. Following up on an opportunity that he learned of through old friend Eddie Gallihad, Lou interviewed with the Baltimore Orioles and soon was working for general manager Lee MacPhail and farm director Harry Dalton as the Orioles' assistant director of scouting. Two years later MacPhail was off to the Commissioner's office, Dalton was promoted to vice president of player personnel, Frank Cashen was brought in as general manager, and Lou Gorman was promoted to minor league director. Under Gorman's supervision that season, Baltimore's farm clubs won 5 minor league pennants and the Orioles' player development organization was honored as being baseball's finest.

In 1968, with Baltimore's system firmly established, Gorman left the Orioles to join Cedric Tallis and pharmaceutical magnate Ewing Kaufman for the challenging task of building an expansion club — the Kansas City Royals.

In Kansas City, Gorman helped draft the Royals' original 30 players; signed future stars George Brett, Willie Wilson, and Frank White; constructed trades for Amos Otis, Lou Pinella, Freddie Patek and Cookie Rojas; ran Ewing Kaufman's ambitious, though flawed, Baseball Academy; and in eight short years did the improbable — built a team from scratch that won the pennant.

While in Kansas City Lou's ability to build winners was starting to be recognized outside of baseball. At one point the Cincinnati Royals were looking for a general manager and almost lured Gorman to the National Basketball Association. But Kaufman intervened and told Lou that if he stayed in Kansas City he would one day run the entire baseball operation.

Gorman stayed, but that day never came. For when expansion occurred in the American League, Gorman was on the move again, this time to the Pacific Northwest to help entertainer Danny Kaye build a winner in Seattle. "At that time I could have gone to Toronto but I was so impressed with Danny Kaye and so impressed with Seattle as a city that I made the

move." During his tenure in Seattle Gorman dealt for Floyd Bannister, Rich Honeycutt, Shane Rawley and Craig Reynolds while assembling one of the most respectable expansion teams in the history of baseball.

But in spite of the Mariners success on the field, the ownership of the team started to unwind and a bad situation kept getting worse. Then in 1980 Frank Cashen called to ask Lou if he would come to the Mets to help him rebuild a franchise. Gorman took all of a moment to decide. "I jumped at the chance to work with Frank Cashen again" says Gorman "and I thought I would finish my career in New York."

As the Mets vice president and director of baseball operations Lou signed such notables as Dwight Gooden, Daryl Strawberry, Wally Backman and Len Dykstra and together with Cashen built the foundation upon which the successful Mets rest today.

However, there was still one more move left to make. After trying for a year, Haywood Sullivan, president of the Boston Red Sox, was given permission by the Mets to talk to Lou about coming back to New England to help rebuild the Red Sox. Needless to say, the Mets weren't eager to lose the talented Lou Gorman and were prepared to match any Red Sox offer. But the chance to return to the team of his youth meant the realization of a dream that couldn't be denied. "It was exciting to think about coming home again."

Lou's success in Boston has been dramatic. In addition to supervising the nurturing of a minor league system that promises to produce a number of future stars, he was also able to piece together a team that compiled baseball's second best record in 1986 and came within a pitch of the World Championship. New Englanders are as pleased as he is to see Lou Gorman back in Boston.

While Lou's final stop in his baseball career finds him only 40 miles or so from Stonehill College, his allegiance to Stonehill never waned regardless of where he was living. Presently a member of Stonehill's Board of Advisers and the Century Club, Lou played an integral role in organizing and hosting the 1985 Father William F. Gartland testimonial dinner which established the annual scholarship awarded in Fr. Gartland's name. In recognition of the honor and acknowledgment that Lou has brought to the school through his success in baseball, he was named Outstanding Alumnus of the Year in 1979, the highest award bestowed on an alumnus by the Alumni Council. A photograph commemorating this event hangs on his office wall.

Lou's greatest tribute to Stonehill, though, is the manner in which he conducts his highly visible career. Gorman has never abandoned the values of integrity and individual respect that were fostered at Stonehill College. And he has never failed to concentrate on the happiness of pursuit.

Acknowledgments to Ann Marie Starzyk, administrative assistant to Lou Gorman for her cooperation and insight which made this article possible.

Christopher Swan is a staff member at the New England Sports Network in Boston.

Consumer Advertising: Mirror or Mindbender?

by Geoffrey Lantos

All of us are concerned with being good consumers who can wisely invest our hard-earned dollars in goods and services. The question which we sometimes ponder is: "Will I be swayed into making a poor purchase decision as a result of the advertising which bombards me each and every day?" Indeed, can you be manipulated into buying things you neither want nor need? How powerful is consumer advertising?

The answer, fortunately for us consumers, is that advertising is generally a feeble force. That is due to the doctrine of consumer sovereignty, which says that, with a few notable exceptions (e.g., children, recent immigrants, the mentally deficient, etc.) consumers are perfectly capable of making reasonably informed rational decisions in the marketplace on the basis of the personal (e.g., friends, relatives, co-workers) and non-personal (e.g., mass media, *Consumer Reports*, consumer advertising) information to which we are continually exposed.

Advertisers don't create wants — they create want satisfiers. Often they simply show us a new way to satisfy an old want. For instance, this was the case with cigarette advertising during the 1920's. Although some would have us believe that the advertising (e.g., "Hardly a cough in a carload" — Old Golds; "It's full of flavor — just as good as a pipe" — Lucky Strikes) caused Americans to adopt the cigarette habit, actually what happened was that a new improved cigarette was formulated which veteran smokers could inhale without coughing. The product and its advertising simply revealed a trend away from the offensiveness of the cigar, from the inconvenience of the pipe, and from the unsanitary habit of spitting chewing tobacco.

Likewise, the advertising of the period did not encourage women to smoke cigarettes by changing the image of women smokers from scarlet sisters to stylish and respectable ladies. Instead, the "roaring twenties" was already the decade of the liberated women flappers. Tens of thousands of women had already adopted the cigarette habit before being exposed to the cigarette advertising. The mass media played a role in spreading cigarette smoking among women, but it was primarily the information conveyed in news stories, not the persuasion attempted in advertisements, that helped to legitimize smoking among these women. Or, remember the 1960's ad which asked, "Should a gentleman offer a Tipperillo to a lady?" Neither did gentlemen offer nor did women accept the little cigars. Only when the advertisers appealed to an already emerging trend did they succeed.

Another case in point is Lady Clairol, whose advertising allegedly convinced American women that hair coloring wasn't just for actresses and other entertainers, society women and harlots, and supposedly broke female resistance to tinting their hair. Although Shirley Polykoff, the creator of the famous, "Does she . . . or doesn't she? Only her hairdresser knows for sure" ad campaign of the 1950's claims that ads of that era taught us how to set a table, dress, and be well groomed, that is only part of the story. The Clairol research had discovered that many women secretly wished to color their hair but wouldn't admit it. As with cigarette advertising, the Clairol advertising simply accelerated changes which were already taking place.

Some advertising critics point to the early decades of the twentieth century when a whole array of personal care products were produced and advertised to make consumers aware of a number of previously unsuspected social afflictions caused by bodily functions, e.g., "halitosis" (Listerine), "B.O." (Lifebuoy Soap), and "athlete's foot" (Absorbine, Jr.). However, the advertising was merely a sign of the times. During this era, there was a general liberation from Victorian attitudes regarding the sinful nature of the body, as reflected in short skirts, discarding of the corset, public discussions of sexuality and birth control, and the end of prohibition. The advertisers coined the names of the maladies (e.g., "sneaker smell," "ashtray breath," and other socially despised handicaps), but the fears were already there.

Economist John Kenneth Galbraith has been one of the most vocal critics of advertising, charging that it makes us a materialistic society and needs to be severely constrained by public policy and government action. Galbraith's position is that advertising creates "wicked wants" among consumers by playing on weak psychological drives such as vanity, greed, envy and insecurity. His solution is to replace the market economy and advertising with a more "rational" centralized planning institution which could redirect social resources toward other more needy sectors of society ("public goods"). The question is: Who would be the elitists to decide what advertising and products are good for society?

Galbraith's error is in believing that advertising can create something which didn't already exist. For example, the early TV commercials during the 1950's which stressed material values simply echoed and appealed to the materialistic desires that were already omnipresent as a consequence of the thriving economy which permitted the masses material abundance.

It is equally true today that advertising is not powerful enough to change us and to cause us to be like the American families depicted in the commercials, bunched in mindless togetherness between the chrome-plated Thundermobile and the split level ranch house, making fun of dad's funny chef cap as he barbecues the steaks on the motor driven rotisserie. We are already a society in which "conspicuous consumption" is the name of the game.

Demand is almost never created. It can, generally, only be discovered and exploited. Advertising practitioners insist that they simply observe the public mood and create ads to capture and appeal to people's predispositions and lifestyles. The essence of the "marketing concept" is to uncover, via marketing research, people's unsatisfied wants, needs and problems, and then to develop better products to satisfy them. The role of advertising is simply to inform people of the existence of those goods and to persuade the public of the product's want-satisfying attributes.

One of the often heard arguments for advertising's power over the populace is the marketing and advertising of new products. Do we really want compact disc players, VCRs, mobile telephones, and the like? Apparently we do. The fact of the matter is that most (up to 80%) of new products bomb miserably in the marketplace. The marketing literature is full of examples of products which failed despite heavy promotion. Remember the Edsel (synonymous with failure), Doggy Donuts, Doggy Diapers, quadrophonic sound, Hunt's flavored ketchups, AT&T's picture phone, midiskirts, RCA Videodisc, and IBM PC JR? They, along with thousands of new products, died at a very young age because their marketers were out of touch with consumer predispositions. Likewise, advertising for dying products (vs. brands) such as milk ("milk is a natural"), coffee ("picks you up and calms you down" — huh?), and cigars is relatively impotent in stemming their decline in demand.

Advertising is not an effective tool for behavior change. Advocates of public service advertising (e.g., "Buy U.S. Savings Bonds," "Support the American Red Cross") claim that they use advertising for "social engineering" and to achieve "change management" via "social marketing." But this too is a nonsensical notion. Most of these advertising campaigns (e.g., "take a bite out of crime," "only you can prevent forest fires") champion already popular causes. The more controversial campaigns (e.g., "buckle up for safety," "55 saves lives") which advocate sometimes unpopular behavior change, simply breed controversy rather than altering our thinking and behavior.

In fact, the ultimate goal of public service advertising is to generate more positive public attitudes toward business and advertising as an institution. Yet public opinion polls continue to show that the results achieved are minimal at best. The public continues to believe that advertising practitioners are no more ethical than political hacks, insurance peddlers, and labor union racketeers.

How about so-called subliminal advertising — don't the advertisers sneak hidden messages and pictures into their ads? Wilson Bryan Key has been making the lecture circuit, insisting that embedded stimuli are being placed in print ads, mostly in the form of hidden sexual imagery and words. For instance, he found the word "sex" in Abraham Lincoln's beard and in Farah Fawcett's hair; he discovered a Gilbey's gin ad to be full of microscopic erotica; and he uncovered orgies in pictures of cocktails in magazine ads as well as in the rendering of fried clams on a Howard Johnson's placemat. However, Key provides no solid documentation for the purported effects of the embeds. Key seems to react to ads the way people react to ink blots — look long and hard enough and you will surely see something. After all, all of us "see" all sorts of things in clouds, trees, and mountaintops. Furthermore, why has no unemployed ex-stimulator stepped forward to name names of offending advertisers and to publish a how-to-do-it book? Even if some unscrupulous advertisers (and all professions have unethical practitioners) do slip in hidden pictures from time to time, all recent evidence to date suggests that, just as is true of hypnotism, we cannot force a person to act against his will. The important point is that subliminal advertising, if indeed it exists, cannot change our buying behavior.

But, I hear you protest, what about the kids. Advertising to children is said to be "unfair." After all, socialization agents are most potent early in life, and so it has been argued that even if advertising doesn't shape our culture by affecting us as adults, it does influence us when we are young and impressionable and that these influences remain throughout life. After all, young children lack the perceptual defenses of their parents, are often unable to discriminate between programs and commercials on TV, are less aware of advertising's pervasive intent, are more trusting than adults, lack alternative information sources, and pay more attention to commercials than adults.

This is all true. However, the most powerful influences on the socialization process are family, educational institutions, religious organizations, and peers, although the relative importance of television is rapidly rising as many children today spend more time with the tube than they spend in school. Nevertheless, the broadcast industry has taken some important steps such as disallowing program hosts as celebrity endorsers and inserting program separators between the shows and the commercials. In fact, children's advertising is the most heavily regulated form of advertising with scores of do's and don'ts mandated by the three major television networks, the Council of Better Business Bureaus, the National Advertising Division, and the federal government. An outright ban on children's commercials could be construed as a muzzle on the First Amendment right to free commercial speech, and it could lead to a decline in the quality of children's TV programming.

Perhaps parents need to take more individual responsibility in monitoring what their children watch and in discussing the commercials and programs with them. And, as is true of all advertising, if parents don't like a commercial they see, they should complain directly to the advertisers and to the TV stations. By this casting of their votes, parents can have a powerful impact on the marketplace.

So if advertising doesn't change us, what does? More powerful are macro forces such as editors pontificating, politicians orating, and ministers preaching. Even these societal leaders succeed only when they reflect our society. At the micro level, family, friends, co-workers and other face-to-face contacts are the most powerful influences on our behavior as consumers.

Modern psychology teaches that changing human beings, especially without personal contact, is a very difficult task. This is because of our perceptual defenses — we screen out information inconsistent with our wants, needs, values, expectations, and other predispositions. If your car needs repairs, you will be more likely to notice commercials for Mr. Goodwrench than for Mr. Clean. We pay more attention to ads for products and brands which we already use. In fact, most advertising is targeted toward existing product/brand users rather than toward new users.

Advertising's power to persuade is so often overstated because we fear infringements on our freedoms, and thus we gullibly believe stories about how advertising is molding us into something different than we otherwise would be. Advertising is simply one of society's many institutions, and it is embedded in much more basic and powerful socialization agents such as family, church and school, from which come more personal and powerful sources of influence on the individual.

Also, advertising serves as a convenient scapegoat for those aspects of our society, such as greed, vanity, competitiveness, and the like, which are displeasing and yet so prevalent. Advertising, to succeed, must meet people where they're at. It can, at best, simply reinforce and perhaps accelerate the social change which is already taking place. It cannot make us like the mindless automatons depicted in the commercials.

If we are displeased with what we see in the advertising, it is our larger cultural institutions which we should be examining, only one of which is the advertising mirror which merely reflects society back on itself.

Professor Lantos, assistant professor of business administration has written a much lengthier paper, "Advertising — Looking Glass or Molder of the Masses?" on which this piece was based. If you wish to obtain a copy, you may write him in care of the Department of Business Administration.

Speaker Martin's Legacy to Stonehill

by Martin McGovern

On Thursday, November 6th, 1986, President Ronald Reagan signed Public Law 99-608 authorizing up to \$6 million for the establishment of the Joseph W. Martin Institute for Law and Society at Stonehill College which will preserve the official papers of Speaker Martin and inaugurate a regional center for scholarship and public service.

For over 40 years, Joseph Martin (1884-1968), the most recent Republican Speaker of the U.S. House of Representatives, was one of the most influential and distinguished political leaders in America. A native of North Attleboro, he represented Southeastern Massachusetts in Congress from 1925 until 1966. He served two terms as Speaker of the House — in the Eighty-third Congress of 1953-55 and in the Eightieth Congress of 1947-49 where he would have succeeded to the Presidency if Harry S. Truman had died.

Whether as Speaker, or as Minority Leader in the House, Martin led the Republican Party from 1939 until 1959. He served as Permanent Chairman of the Republican National Convention for a record five times throughout the forties and fifties. In 1940, he managed Wendell Willkie's presidential campaign, and in the early forties, he chaired the Republican National Committee bridging the gaps between its isolationist and international wings.

Martin once described his political philosophy as follows: "We are not reformers, not do-gooders, not theorists, not the advocates of any alien philosophies or political dippy-doo. We are just practical Americans trying to do a practical job to reach practical goals."

Martin excelled as an astute national leader and party chief, as an effective coalition builder, and as an outstanding representative for his constituency. It was on the basis of these strengths and values rather than some utopian vision or legislative panacea that he maintained his political base and national prominence.

Martin lost his leadership in 1959 at the age of 74 when the party voted to replace him with a younger leader, Representative Charles Halleck from Indiana. Despite the fall from power, which was a bitter blow, Martin continued to exercise substantial influence in Congress until 1966 when he was defeated in a re-election bid.

Early in his career, Martin was a reporter for the *North Attleboro Evening Leader*. He went on to become owner and publisher of the *North Attleboro Evening Chronicle* before election to the Massachusetts House of Representatives in 1912 where he remained until 1914. After that, he spent two



From left: Richard Cardinal Cushing, Joseph W. Martin, Jr., former Stonehill Adviser and member of the Executive Committee for Development Joseph L. Sweeney, and then College President, Rev. Richard H. Sullivan, C.S.C., participated in the dedication of the Cushing-Martin Library in 1962.

Under Martin's capable and strong leadership, the Republican Party served as a moderating influence on Roosevelt's New Deal and Truman's Fair Deal. Martin was also at the center of the controversial clash between Truman and General Douglas MacArthur over Far-East policy which resulted in MacArthur's resignation.

years in the Massachusetts State Senate and managed Henry Cabot Lodge's first election campaign when Senators were popularly chosen for the first time.

In 1955, Stonehill presented Speaker Martin with an honorary Doctor of Letters degree. Soon after that, Richard Cardinal Cushing, a prominent backer of plans for a new library at Stonehill asked Martin if he would agree to have Stonehill's library serve as a repository for formal documents acquired during the Congressman's public life. Martin graciously acceded to the Cardinal's suggestion. Consequently, Cardinal

Cushing requested that Stonehill name its new library for Martin, and it was so named the Cushing-Martin Library in September 1962.

Martin's brother, Edward, has long been a member of the Board of Advisers at Stonehill, and a strong supporter of the College. He was instrumental in assisting Stonehill to expand and improve its Alumni Fund Program in the 1950's. Edward Martin was a political confidante to his brother, Joseph, and his diaries are also part of the Martin Collection.

After Martin's death in Florida in 1968, Stonehill acquired his papers and documents. Currently stored in a special archive and display section of the Cushing-Martin Library, they have been under the care of Professor James Kenneally of Stonehill's History Department.

The Martin Collection contains over 14,000 items relating to his career including public and private writings, diaries, speeches, photographs, and various memorabilia. There is also his correspondence with Presidents Hoover, Roosevelt, Truman, Eisenhower, Kennedy, Johnson, Nixon, and General Douglas MacArthur.

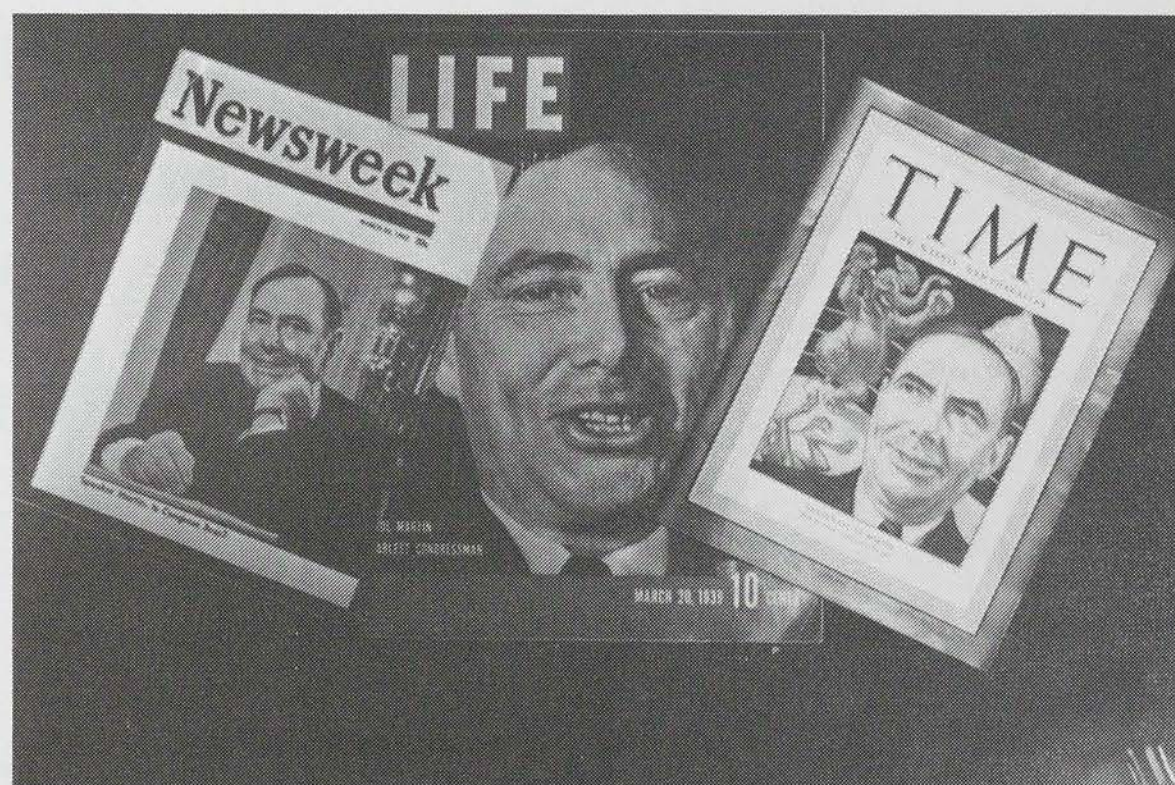
According to Stonehill President Rev. Bartley MacPhaidin, C.S.C., "The Martin Collection is a treasury of the life and politics of the United States during several critical periods which tested the very foundations of American democracy: the trauma of the two world wars and the Korean conflict, the nation's perseverance in overcoming the devastation of the Great Depression, and the ascendancy of our Republic as a global superpower in industry and commerce."

After noticing the success of the John W. McCormack Institute for Public Affairs at the University of Massachusetts at Boston, named for legendary House Speaker McCormack from Boston, Fr. MacPhaidin felt that Stonehill had, in the Martin Collection, a hidden resource that could attract wider attention and funding. In looking for advice, he obtained the backing of Massachusetts political leaders, especially Congressman Silvio O. Conte from Western Massachusetts, who was helped by Martin when he first went to Washington in the late fifties.

The legislation to establish an Institute in honor of Speaker Martin was co-sponsored in the House of Representatives by Representative Silvio O. Conte, R-Mass., and Joseph Moakley, D-Mass., and introduced in the Senate by Senator Edward M. Kennedy, D-Mass. All three worked diligently to ensure a smooth passage of the legislation.

"I would like to extend my deep gratitude on behalf of Stonehill College to Congressman Silvio Conte for his stalwart and decisive efforts on our behalf, to Senator Kennedy for his generous and forthcoming support, and to Congressman Joseph Moakley for his considerable backing. To these and all our friends who have supported us in establishing the Joseph W. Martin Institute for Law and Society, we express our heartfelt appreciation," said Fr. MacPhaidin.

The centerpiece of the Institute and the primary stimulus for its programming will be the Martin Collection containing the papers of Joseph W. Martin. In this mission, the Institute will serve the scholarly and informational needs of historians, educators and the general public.



Joseph W. Martin appeared on more than 30 magazine covers throughout his career, and shown here is a sampling of the many items included in the Martin Collection.

The Institute will also serve as an important regional resource for the study of historic, economic and social issues in the region composed of the former industrial and commercial centers of Brockton, New Bedford, Attleboro, Fall River, Taunton, Providence, and Worcester as these communities continue to grapple with the impact of accelerated change in the nature and structure of the American economy.

It is anticipated that the Institute will be located adjacent to the College's existing Cushing-Martin Library and will have space for the Martin Collection as well as for teaching, research and public service activities.

A College planning committee is finalizing details for the development and construction of the Institute. Ground breaking is anticipated by mid-1987.

Martin McGovern is Director of Corporate and Foundation Relations at Stonehill College.

Special Feature:

Joseph W. Martin, Jr., Institute for Law and Society

The following text is the Senate and House of Representatives Congressional Record regarding the recently signed bill establishing the Joseph W. Martin, Jr., Institute for Law and Society.

Congressional

Record — House

September 16, 1986

Authorizing Funds to Preserve Official Papers of Joseph W. Martin, Jr.

MR. HAWKINS. Mr. Speaker, I move to suspend the rules and pass the bill (H.R. 4244) to authorize funds to preserve the official papers of Joseph W. Martin, Jr. as amended.

The Clerk read as follows:

H.R. 4244

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled.

SECTION 1. ASSISTANCE AUTHORIZED.

In recognition of the public service of the former Speaker of the United States House of Representatives, Joseph W. Martin, Jr., and of the need for preserving the official papers of Speaker Martin, the Secretary of Education is authorized to provide funds in accordance with the provisions of this Act to assist in the construction of the Joseph W. Martin Institute for Law and Society at Stonehill College, North Easton, Massachusetts.

SEC. 2. CONDITIONS FOR ASSISTANCE.

No payment may be made under this Act except upon an application at such time, in such manner, and containing or accompanied by such information as the Secretary of Education may require in order to certify the amount of eligible funds. All such payments may be used in furtherance of the mission of the Joseph W. Martin Institute for Law and Society to establish a regional and national academic center for scholarship and applied research on the development of domestic and foreign policy during the career of Joseph W. Martin, Jr.

SEC. 3. DURATION OF ASSISTANCE.

Funds appropriated pursuant to this Act shall be made available to Stonehill College on or after October 1, 1986, and prior to the close of the fiscal year ending September 30, 1990.

SEC. 4 AUTHORIZATION OF APPROPRIATION.

There are authorized to be appropriated such sums as may be necessary to carry out this Act for the fiscal year ending September 30, 1986, and for each of the three succeeding fiscal years, except that the aggregate amount so appropriated shall not exceed \$6,000,000. Funds appropriated pursuant to this section shall remain until expended.

The SPEAKER pro tempore. Is a seconded demanded?

Mr. JEFFORDS. Mr. Speaker, I demand a second.

The SPEAKER pro tempore. Without objection, a second will be considered as ordered.

There was no objection.

The SPEAKER pro tempore. The gentleman from California (Mr. Hawkins) will be recognized for 20 minutes and the gentleman from Vermont (Mr. Jeffords) will be recognized for 20 minutes.

The Chair recognizes the gentleman from California (Mr. Hawkins).

Mr. HAWKINS. Mr. Speaker, I yield myself such time as I may consume.

Mr. Speaker, I rise in support of H.R. 4244, a bill to authorize funds to preserve the official papers of Joseph W. Martin, Jr.

In the entire history of the United States, we have only had 55 Speakers of the U.S. House of Representatives. Joseph W. Martin was among that small handful of leaders of this House which has rightfully been called the people's House.

Speaker Martin served in this body for 42 years, first being elected in the 69th Congress and serving through the 89th Congress. He also served as the minority leader from 76th through the 85th

Congress with the exception of 4 years when he served as Speaker.

When the Republicans were elected as the majority party in 1946, their representatives chose Joseph Martin as their leader, and Congressman Martin became Speaker Martin. Those years, 1947 and 1948, were a time of great turmoil with the United States emerging for the first time as the leading power in the world. Speaker Martin left his imprint on all the legislation moving through the Congress during that period.

When the Republicans again became the majority party after the election of 1952, they again chose Joseph Martin to be their leader. He again served with distinction as the Speaker of this body in 1953 and 1954.

The bill we have before us today authorizes \$6 million in funds to be granted for the construction of an institute for law and society at Stonehill College in Massachusetts. This institute will be named after Joseph Martin, and will serve as a regional and national academic center for scholarship on the development of domestic and foreign policy during the long and distinguished career of Speaker Martin.

I can think of no more appropriate tribute to the worthy service and distinguished career of the gentleman from Massachusetts. I also believe that it is a wise expenditure for the country to invest in a study of the policymaking which occurred during that long and crucial period of our Nation's history.

Therefore, I urge the adoption of this bill and commend Congressman Conte for introducing it and encouraging its adoption.

Mr. JEFFORDS. Mr. Speaker, I yield such time as he may consume to the gentleman from Massachusetts (Mr. Conte) the author of the bill.

(Mr. CONTE asked and was given permission to revise and extend his remarks.)

Mr. CONTE. I thank the gentleman for yielding time to me.

Mr. Speaker, as the author of this legislation, I rise in strong support of H.R. 4244, a bill to preserve the papers of former House Speaker Joe Martin of Massachusetts. And I want to thank my good friends Gus Hawkins, Jim Jeffords, Bill Ford, and Tom Coleman for allowing this bill to be brought up today under suspension of the rules.

Mr. Speaker, H.R. 4244 authorizes up to \$6 million to assist in the construction of the Joseph W. Martin Institute for Law and Society at Stonehill College in North Easton, MA. The legislation specifies that the library must serve as a regional and national academic center for scholarship and applied research on the development of domestic and foreign policy during the career of former Speaker Martin.

Joe Martin represented Massachusetts in the House of Representatives from 1925 to 1967, and for two terms as Speaker. His career spanned four decades of our Nation's life. He saw the Great Depression, World War II, the Korean conflict, the vision of John F. Kennedy, and the Vietnam conflict. His personal papers — housed now at Stonehill College in Massachusetts — reflect America's struggles to define itself during those four decades. It is fitting and appropriate that we honor former Speaker Martin in this way.

Mr. Speaker, when I introduced this bill, I went back and looked through the CONGRESSIONAL RECORD of October 20, 1966, at the special order I took out for the retiring Joe Martin. And as I looked through the remarks of Members of the House from both sides of the aisle, I became convinced of the rightness of my approach in introducing this bill.

Former Speaker McCormack said that his "respect and admiration for Joe Martin is limitless." Jerry Ford said that Joe's "step has been slowed a little in the past 42 years but his kindly smile is still the same, and it beams from a face that we have come to know and love in the time he has been with us. The Halls of Congress will be a little darker and colder after he has left." And Tip O'Neill said that the class of Joe's character "shines through in such crystal clear fashion that it strips him of any partisan label and establishes him as a great American citizen."

This is the man we honor today, Mr. Speaker. To me, he was always "Uncle Joe," a beloved and respected adviser and counselor. He was a speaker at my very first testimonial dinner following my first election to this body. It was because of him that I was appointed to the Appropriations Committee when I came here in 1958.

Mr. Speaker, on the floor here in 1966, I said that one of the "most distinguished lights ever to shine in these Halls will shine for the last time when the Speaker's gavel signals an end to the current session." H.R. 4244 will insure that that light will shine on still. Support the legislation. Honor the legacy of former Speaker Martin.

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Mr. JEFFORDS. Mr. Speaker, will the gentleman yield?

Mr. CONTE. I yield to my good friend, the gentleman from Vermont.

Mr. JEFFORDS. Mr. Speaker, I want to thank the gentleman for pursuing this.

I think it would be a crime if we did not honor Joe Martin as we have today. He was a distinguished Speaker.

I must also add that Massachusetts, over the past several decades, has made an incredible imprint upon this Congress, with three distinguished Speakers, and not to have included Joseph Martin among them would have really been a sad oversight.

I also want to say that if the New England Republicans should ever have the chance to anoint at this moment a Speaker, I am sure that you would be the one that we would choose, having such a glorious history here in the House and having come from the great State of Massachusetts.

Mr. Speaker, I rise today in support of this bill to honor Joseph W. Martin, a fine Republican and a fine man. It is fitting that we find time to pay tribute to a man who provided many years of service to this Nation and to his home State of Massachusetts. There is not much that I can add to the eloquence of the gentleman from Massachusetts, but I would like to make an additional comment or two.

It was clear from an early age that Joseph Martin would be a leader. At 7 he was a newsboy for the North Attleboro Chronicle; at 24 he was the paper's publisher. He entered politics at an early age as well. By the age of 30 he had been a State representative and had become a State senator. Joseph Martin was a political power in his home State and in national Republican affairs for most of his life.

As a Member of the U.S. House of Representatives for 42 years, Joseph Martin served almost continuously from 1939 to 1959 as the House GOP leader. More notably though, were the two periods during which he served as the Speaker, from 1946 to 1948, and from 1952 to 1954.

Republicans are fortunate to be able to claim Joseph Martin. He carried our banner well. This bill recognizes the public service that was provided by him, and acknowledges the need to preserve his official papers. Over the next 4 years, an aggregate amount not to exceed \$6 million would be available through the Secretary of Education to Stonehill College for the purposes of assisting in the construction of the Joseph W. Martin Institute for Law and Society.

Such an institute appears to be a fitting commemoration to the former Speaker Martin. I urge my colleagues to support this worthy legislation.

Mr. HAWKINS. Mr. Speaker, I yield such time as he may consume to the gentleman from Massachusetts (Mr. Moakley).

Mr. MOAKLEY. Mr. Speaker, I rise in support of the motion to suspend the rules and pass the bill (H.R. 4244) to provide Federal assistance in connection with the establishment of the Joseph W. Martin Institute for Law and Society at Stonehill College.

The gentleman from Massachusetts (Mr. Conte) and I have introduced this bill to provide an appropriate tribute to the late former Speaker, Joseph W. Martin, Jr.

Joe Martin was one of the ablest and most honorable men our State has ever produced. The Republican Party was quick to recognize his character and wisdom. Most of his 42-year career in the House was spent as his party's leader, both as minority leader and as Speaker during the 80th and 83rd Congresses.

He served as national chairman of the Republican Party in the early 1940's and was permanent presiding officer of the party's national conventions from 1940 to 1956.

The records of House committees are preserved by the National Archives. But the papers of our Speakers are customarily donated to colleges. Speaker Martin deposited his papers at Stonehill College in North Easton. The college is establishing an institute that will serve as an academic center for scholarship and research on the development of domestic and foreign policy during the important years that Joe Martin was a national leader.

Mr. Martin's official papers span more than a generation, and are an important historical resource, and Federal assistance to the college in carrying out its archival responsibilities with respect to these records is highly appropriate.

I commend my friend from Massachusetts for his leadership in that matter, and I thank the bipartisan leadership of the Committee on Education and Labor for presenting this matter to the House today.

Mr. JEFFORDS. Mr. Speaker, I yield myself such time as I may consume.

I only do so for the purpose of thanking the chairman of the committee for his cooperation and help in bringing this piece of legislation to the floor, which I know means an awful lot to those of us who come from that area of Massachusetts.

Mr. Speaker, I have no further requests for time, and I yield back the balance of my time.

Mr. HAWKINS. Mr. Speaker, I yield back the balance of my time.

The SPEAKER pro tempore (Mr. Montgomery). The question is on the motion offered by the gentleman from California (Mr. Hawkins) that the House suspend the rules and pass the bill, H.R. 4244, as amended.

The question was taken; and (two thirds having voted in favor thereof), the rules were suspended and the bill, as amended, was passed.

Congressional Record — Senate September 30, 1986

Official Papers of Joseph W. Martin, Jr.

Mr. DOLE. Mr. President, I ask unanimous consent that the Senate now turn to Calendar Order No. 950, H.R. 4244, to preserve the official papers of Joseph W. Martin, Jr.

The PRESIDING OFFICER. The clerk will report.

The legislative clerk read as follows:

A bill (H.R. 4244) to authorize funds to preserve the official papers of Joseph W. Martin, Jr.

The PRESIDING OFFICER. Is there objection to the request of the Senator from Kansas (Mr. Dole)?

There being no objection, the Senate proceeded to consider the bill.

THE SPEAKER JOSEPH W. MARTIN
INSTITUTE AT STONEHILL
COLLEGE IN MASSACHUSETTS

Mr. KENNEDY. Mr. President, I am proud to urge the Senate to support this bill to authorize funds to construct an institute to preserve the papers of former Speaker of the House Joseph W. Martin at Stonehill College in Massachusetts.

The Joseph W. Martin Institute for Law and Society at Stonehill College will honor the distinguished career of one of Massachusetts' greatest public servants. It will serve as a regional and national academic center of scholarship in the development of both domestic and foreign policy.

Joe Martin was born and raised in North Attleboro, MA. He served in the state legislature before being elected to the House of Representatives in 1924. As a member of Congress, his brilliant public career spanned 42 years, including service as minority leader of the House of Representatives for 16 years, chairman of the Republican National Committee, and Speaker of the House for two terms. In fact, Joe Martin was speaker of the House in 1947, when my brother Jack first took his own seat in the Congress.

Joe Martin was widely acclaimed as one of the finest statesmen of his time, and Massachusetts was fortunate to have had him as Congressman and Speaker in his long and extraordinary career.

Now, through this legislation, Members of the Senate and the House are paying tribute to a leader who dedicated his life to the Congress and the Nation. The Joseph W. Martin Institute for Law and Society will enable others to learn from his vast experience and writings, as we seek in our own time to carry on his high ideals and his enduring commitment to public service.

Mr. President, I commend my colleague in the House, Sil Conte, for his leadership in sponsoring this legislation, and I urge the Senate to approve it.

The PRESIDING OFFICER. If there be no further amendment to be proposed, the question is on the engrossment and third reading of the bill.

The amendment was ordered to be engrossed, and the bill to be read a third time.

The bill was read a third time.

The PRESIDING OFFICER. The bill having been read a third time, the question is, Shall it pass?

So the bill (H.R. 4244), as amended, was passed.

Around the Campus

News

New Faculty Appointments

Ten new full-time faculty members joined Stonehill this past fall Semester. They are John Burke, Valerie Endress, Mary Kahl, Geoffrey Lantos, Sandra McAlister, James McKinsey, William Neuman, Gregory Shaw, Mohammed Shibli, and Cornelia Voorhees.

John Burke joins the faculty as an Assistant Professor of Chemistry. He holds his B.A. and M.A. from Brandeis University where he is currently a doctoral candidate.

Valerie Endress, a member of the Department of Speech at the University of Maine at Orono since 1981, joins the faculty as an Assistant Professor of Communication. She holds her B.A. and M.A. from Ball State University and is a doctoral candidate at Indiana University.

Mary Kahl joins the faculty as an Assistant Professor of Communication. She holds her B.A. from the University of Michigan, and her M.A. from Indiana University, where she is currently a doctoral candidate. Kahl comes to Stonehill from the University of California at Davis.

Geoffrey Lantos, a faculty member at Bentley College since 1981, joins the faculty as an Assistant Professor of Business Administration. Lantos, whose specialty is marketing, holds his B.A. from Gettysburg College, his M.B.A. from University of Rochester, and his Ph.D. from Lehigh University.

Sandra McAlister joins the full-time faculty as Assistant Professor of Biology. McAlister, who has been at Stonehill since 1967, previously served as Dean of New Students and Freshmen. She holds her A.B. from Suffolk University and her M.S. from Northeastern University.

James McKinsey joins the full-time faculty as an Assistant Professor of Economics. McKinsey is an authority on Agricultural and Development Economics. He holds his B.A., M.A., and M. Phil. from Yale University where he is currently a doctoral candidate.

William Neuman joins the faculty as an Assistant Professor, History of Science. Neuman holds his B.A. from the University of North Carolina and his A.M. and Ph.D. from Harvard University. He is the author of several publications and reviews.

Gregory Shaw comes to Stonehill as an Assistant Professor of Religious Studies. Shaw, whose specialty is Early Christianity and Hellenistic Religions, holds his B.A. from Arizona State University, and his M.A. from the University of California at Santa Barbara, where he is currently a doctoral candidate.

Mohammed Shibli joins the faculty as an Assistant Professor of Business Administration. Shibli holds his B.A. and M.A. from the University of Dhaka, and his Ph.D. from Boston University. He previously taught at Suffolk University.

Cornelia Voorhees joins the full-time faculty as an Assistant Professor of Education. Voorhees has been at Stonehill since 1982, and formerly served as Education Department Coordinator. She holds her B.A. and M.A. from the University of California at Berkeley and her M.Ed. from Lesley College.

Evening Division Honor Society

Eleven students were inducted into the Evening Division Honor Society Alpha Sigma Lambda in a ceremony held on campus during the Fall semester.

The Alpha Sigma Lambda chapter at Stonehill began in 1980. A total of 107 chapters of the society are spread throughout the United States. The society is dedicated to the advancement of scholarship and recognizes high scholastic achievement in an adult student's career.



Daniel P. DeVasto '70

Honors Assembly

Lambda Epsilon Sigma, the College Honor Society, welcomed guest speaker Daniel P. DeVasto '70 to the annual induction ceremonies of students into the several honors societies in St. Mary's Chapel on the Stonehill campus in November.

DeVasto has been an active member of the Alumni Association. He is a member of the Board of Fellows, the Alumni Council, and serves as a divisional chairman for the alumni fund.

A partner in the accounting firm of Wolf & Company in Boston, and present chair of the Massachusetts Society of Certified Public Accountant's Committee on Relations with Financial Institutions, DeVasto spoke to the students being inducted into the eight campus honor societies regarding his college experience and its relationship to his career.

DeVasto resides in Sharon with his wife Katherine and their two daughters.



The Stonehill Community celebrated the dedication of the Lockary Computer Center this past fall. The Center is named in honor of Rev. Thomas E. Lockary, C.S.C. (seated at computer terminal), professor of mathematics and computer science at Stonehill who pioneered the development of computer science studies at the College. Fr. Lockary is joined by (left to right) Ralph Bravaco, director of the Computer Science program and associate professor of mathematics and computer science; Raymond A. Pepin, Director of Academic Computing and professor of economics; and Craig W. Binney, Assistant Director of Academic Computing and assistant professor of computer science.

London Internship Program

Sixteen Stonehill students from seven disciplines took part in the College's London Internship Program this past fall. The students were able to apply their academic training in their areas of concentration on a full-time basis.

Paul R. Gastonguay, Associate Academic Dean and director of the program is enthusiastic about the future opportunities for students to study abroad. "Our main objective is to assure that all placements offer in-depth experience for the students, and the necessary quality controls are now in place."

The College works with the Educational Programmes Abroad (EPA), a London based agency, to establish full-time internships in a variety of professions, including advertising and public relations, business studies (international banking, trade exports, accountancy, etc.), education, health care administration, law, medical research, art, theatre, and politics.

To date, Stonehill students have interned at a total of 22 sites. This past fall, Dean Gastonguay secured two additional internship sites. The first is with the U.S. Embassy, which agreed to provide an internship in international marketing. The second internship is with Amnesty International in personnel administration in the legal department.

Some of the internships included this past fall were: Merrill Lynch International Bank, Queen Elizabeth Hospital for Children, *Reader's Digest*, Fairley House for dyslexic children, Royal Festival Hall, Ted Bates Advertising, Ltd., and Lambeth Palace Library.

Students who have excelled in their major, and have met the requirements established by the College, qualify for the program. Once approved, the student interns for fourteen weeks, five days each week, during the fall semester of his senior year.

During the semester, students have the option of renting a flat or living with local families. As a guest and foreigner in someone's home, the student gains the added opportunity of becoming introduced to a new culture.

In a letter to Dean Gastonguay, Christine M. Pelley '86, who interned at Charing Cross Hospital, wrote of her experience in London: "Yes, it most certainly has been a bonus in my life. It supplied me with the polished tools I needed to pry my way into the interviewing office."

Carolyn M. Fontes '86, who interned at Merrill Lynch International Bank, wrote: "... it was the most significant experience in my life . . . I can see its effects in almost everything I do . . . I just couldn't say enough about how much those three months have meant to me."

With the encouragement and funding of EPA, Dean Gastonguay recently researched the possibility of developing a similar program in Paris in the near future.

Paralegal Studies Certificate Program

The Continuing Education staff at Stonehill recognizes that its major task is two-fold. First, it must constantly assess and reassess the educational needs of the local community. Secondly, it must design and implement programs to meet those needs within the limitations of available resources and compatibility with Stonehill's mission as a liberal arts college. When the two tasks merge into one, Continuing Education has done its job.

This past fall, the job was done with the implementation of a new Evening Division credit certificate program in paralegal studies. The need has been statistically documented. Nationally, the Bureau of Labor Statistics reports an anticipated growth in the paralegal profession of 132% to 166% by 1990. In the Commonwealth of Massachusetts, the Division of Employment Security has projected a growth of 83.6% over the same period. This information, in addition to the many requests Stonehill has received over the years, establishes a clear need for a quality academic program in paralegal studies.

The certificate program has two parts. Each student must complete seven paralegal courses, including Introduction to the Paralegal Profession I and II, Legal Research and Writing, and four courses from one of three specialty areas: general law, health care law, or litigation.

The second requirement is the completion of at least twenty 3-credit liberal arts and/or law related courses. Consistent with the guidelines of the American Bar Association, this requirement provides the background necessary to function as a professional in the legal field.

The program is ideal for students who hold bachelor or associate degrees and would like to enter the paralegal profession. It is also possible for a student with little or no prior college background to combine the completion of the paralegal certificate with the completion of a bachelor's degree in a liberal arts area here at Stonehill. This option allows students to combine their interest in the humanities with specific career preparation.

This fall semester, Introduction to the Paralegal Profession I was taught to twenty-six students by Stonehill alumnus Steve Murphy. A practicing attorney who employs paralegals in his own West Roxbury law office, Steve attended Suffolk University Law School.

Administrative Appointments at Stonehill

Several new administrators began their duties at the College during the fall semester. They are Linda Dillon, Patricia L. Scott and Mary Jo Fabich.

Linda Dillon has been appointed to the position of Associate Dean of Admissions. A member of the Stonehill community since 1975, she formerly served as Assistant Director of Student Aid and Finance.

Dillon holds her master of education degree from Northeastern University and her bachelor of arts degree in psychology from Regis College. In addition to having completed additional coursework at Stonehill in marketing, management and computer science, she is affiliated with several organizations related to financial aid and admissions in higher education.

Dillon resides in Brockton with her husband Francis X. Dillon, a Stonehill alumnus, and their son Gregory.

Patricia L. Scott has been appointed Assistant Dean and Director of the College Center and Student Activities. Scott previously served as Assistant

Director of Student Activities at the University of Vermont, where she also earned a master of education degree. She holds a bachelor of arts degree from St. Mary's College of Maryland

Mary Jo Fabich has been appointed to the position of Assistant Director of Student Activities. Fabich holds a master of arts degree from Bowling Green State University in Ohio, and a bachelor of science degree from Duquesne University in Pennsylvania. She had been a Resident Director at Stonehill since 1984.

Alumni

Divisional Election

The Alumni Council's constitution has recently been revised to better serve the needs of the alumni at large. One of these revisions was the addition of a Divisional Election this year. This special election would ensure wider class representation on the Council. Alumni were sent ballots with names of alumni from their "division" and asked to vote for one. Approximately 2000 ballots were returned which is the greatest voter response on record. The following were elected:

Classes of 1952 — 1955
Celestino Macedo '53

Classes of 1956 — 1960
Carol (Braga) O'Connor '58

Classes of 1961 — 1965
Joyce (Abreau) Wallace '63

Classes of 1966 — 1970
Barbara (Freitas) Palladino '68

Classes of 1971 — 1975
Elena Princigalli '73

Classes of 1976 — 1980
Laura (D'Ambrosio) Hagerty '78

Classes of 1981 — 1985
Charles Bartolini '81

The Alumni Council Nominating Committee continually seeks candidates to run for election. Candidates should be interested in planning and promoting programs and activities which will encourage alumni involvement in social, recreational, and educational programs. If you are interested or know someone who would be, please inform the Alumni Office.

1986 Outstanding Alumnus Award

The Alumni Council will present the Stonehill College Outstanding Alumnus Award to Dr. Richard Lehan '52, professor of English at the University of California, Los Angeles, in a ceremony to be held this spring on the Stonehill campus.

A member of Stonehill's Board of Trustees from 1978 to 1984, Dr. Lehan is the author of three books which include one on F. Scott Fitzgerald, another on Theodore Dreiser, and the last on literary existentialism. He is currently working on another book on the city in history and literature. Dr. Lehan has published several dozen scholarly articles and many book reviews.

Dr. Lehan has taught at the University of Wisconsin and the University of Texas in Austin. He holds his master of art degree from Boston College and doctor of philosophy from the University of Wisconsin, Madison.



Alumni Council Scholarship Committee chairperson Virginia Noone '58, presents student David Murray, '87 with the Brassil Fitzgerald Scholarship as Alumni Council President Brenda Hughes '70, looks on. Missing from the photograph is the second recipient, Holly Misto, who interned during the Fall semester at Charing Cross Hospital in London, England.

Among the many awards that Dr. Lehan has received are the Bromberg Award for distinguished teaching at the University of Texas in Austin, the UCLA Alumni Award for distinguished teaching at the University of California, the Guggenheim Foundation Award and the University of California Humanities Institute Award which he has won four times.

Dr. Lehan has served on many committees and organizations throughout his career including the board of editors of *Texas Studies in Language and Literature*; the University of California Press; the Graduate Record Examination Committee of the Educational Testing Service, Princeton, which is responsible for making up the Advanced Graduate Record Examination in Literature; and he has been a State Department Fulbright Committee lecturer in the Soviet Union.

The Outstanding Alumnus Award at Stonehill is presented annually in recognition of an alumnus who has significantly contributed to his professional field, which in turn has brought honor and acknowledgment to Stonehill College.

The Office of Alumni Affairs will announce the details of the presentation of the award to Dr. Lehan as soon as final arrangements have been completed.



The newly elected Alumni Council officers are (from left to right) Donna Blanchard '76, vice president; John Noblin '69, president and Catherine Sabaitis, '75, treasurer.

Financial Planning Seminar

Goal setting, investment strategies, estate and income tax planning were the topics discussed by more than ninety alumni at a seminar held in Hemingway Theatre on the Stonehill campus at the end of October.

The seminar, entitled "Comprehensive Financial Planning," was sponsored by the Office of Alumni Affairs and was the first of a series of educational seminars for alumni.

James Scanlon '83, financial consultant at CIGNA Individual Financial Services Company led the panel comprised of representatives from various areas within CIGNA and a representative from Palmer and Dodge of Boston in the presentation and discussion of financial planning.

The next seminar, planned for the spring, will focus on real estate and more information will be forthcoming from the Office of Alumni Affairs. The Director of Alumni Affairs encourages anyone interested to submit suggestions regarding topics for future seminars.

Washington, D.C. Area Club "Wolfangel Fashion Show"

The Washington D.C. Area Club, in conjunction with the Saint Patrick's Day Parade Committee of Alexandria, Virginia, hosted a fashion show featuring the creations of Irish designer, Thomas Wolfangel. The show was held at the National Press Club Ball Room in October. Stephen Lynch '68 and Catherine O'Rourke '82 contributed to the coordination that made the event a success.

Stonehill's share of the proceeds will go toward the area club's newly established scholarship fund.

The Washington D.C. Area alumni are the first to establish a scholarship fund as an area club project.



James P. Scanlon '83 led the Comprehensive Financial Planning Seminar held on campus.

Development

The College sponsored a special dinner in honor of Mr. Lee Abraham, Chairman of the **Associated Merchandising Corporation**, at the Waldorf Astoria in New York on January 15th. The dinner inaugurates the **Lee Abraham Institute in Retailing at Stonehill**. The Institute, named for Mr. Abraham, one of the nation's most prominent retailers, will focus its attention on scholarship assistance, internship opportunities and theme conferences relating to retailing issues. The overall goal of the dinner and the Institute is to enhance corporate-academic cooperation at Stonehill.

On Saturday, December 6th, the Stonehill **Century Club** held its 28th annual dinner. Founded by Rev. James V. Lowery, C.S.C., in 1956 and currently under the direction of Rev. William F. Gartland, C.S.C., the Century Club comprises close to 900 members — alumni, parents, religious, and friends — who join together to maintain interest and support for Stonehill.

Mrs. Mary Herlihy, whose husband, William '52, died unexpectedly in 1984, and whose children, Cathleen and Michael, are also graduates of Stonehill, has funded the complete renovation of the lounge in Donahue Hall. The floor, doors and walls have all been refurbished, and new furnishings added. This is a handsome and long overdue undertaking. The College is pleased to dedicate this area as the "**Herlihy Lounge**" in honor of one of our most devoted alumni, William T. Herlihy. Many thanks to his family for their continued support and generosity.

Augat Inc. of Mansfield has awarded Stonehill College a three-year grant totaling \$15,000 in support of Stonehill's newly constructed computer center.

Roger D. Wellington, Chairman and Chief Executive Officer of Augat, Inc., stated that, "Augat made this commitment in recognition of Stonehill's strong academic standing and its contribution to the vitality of the Southeastern Massachusetts region."

Stonehill's computer center opened for classes at the start of the Fall semester. It houses a central computer facility with over 100 work stations, office space for faculty, classrooms, seminar rooms, a computer library, and storage space for software.

Augat Inc. designs and manufactures a broad range of electromechanical components for the electronics industry.

BayBank Southeast, long time supporter of the annual President's Dinner at Stonehill, recently made an additional contribution to the College of \$1,500 in support of the Computer Center and indicated a willingness to maintain this level of support over the next two years. L. Howard Carl, Jr., Vice-President and Senior Trust Officer at Baybank Southeast in New Bedford, said, "We continue to be impressed with the high quality of the course offerings at Stonehill, particularly as they are designed to prepare young people for the world of business."

Stonehill President, Rev. Bartley MacPhaidin, C.S.C., said, "It is a source of great pride to have the generous support of neighbors such as Augat and BayBank. This type of backing helps us provide more and better facilities for students and the community. It also goes a long way in fostering cooperative relations between business and education at a local level. We are most grateful."

The Crum and Forster Foundation in New Jersey, thanks to the support of Mr. William E. Buckley '61, Chairman and President of the Westchester Fire Insurance Company, recently awarded Stonehill a grant of \$2,500.

The College received a bequest of \$2,500 from the estate of the late **T. Francis Noone** of Brockton which will go towards the computer center. Noone, who founded the Frank Noone Shoe Company, saw many members of his family attend Stonehill including three sons — Edward '54, Richard '56, and Kenneth '58 — and three grandsons — Edward '78, Richard '83, and Frank '84.

Many individual donors have given generously to the computer center. We are very grateful to Mr. William Tierney and Mr. William Voute of **Salomon Brothers** in New York; Mr. Joseph Falconi of **F & F Realty Company** in Milton; Mr. Duncan MacQueen, Jr., of the **Mitre Corporation** in Bedford, Mass.; and the late Mr. Richard Dowd, President of **Plymouth Home National Bank**.

We are also indebted to Mr. & Mrs. Charles Altieri of **Auburn Construction Company** in Abington, who have pledged to participate in a multi-year program of support for the computer center in memory of Mr. Altieri's beloved brother, Michael, who died in 1985. Many of Stonehill's recent buildings — the Computer Center, Sullivan Hall, and Cascino Hall — were constructed by Auburn.

The Alumni Fund has set its fund raising goal for 1987 at \$300,000. It is also seeking a 38% alumni participation rate. In 1986, the Fund raised over \$280,000, and had a 36% participation rate.

Dr. George Hagerty, Director of Academic Development, played a central role in helping secure passage of legislation to establish the Joseph W. Martin Institute for Law and Society at Stonehill. Dr. Hagerty, former Chief of Program Administration for the Department of Education in Washington, D.C., was Stonehill's liaison with the Congressional offices sponsoring the Martin legislation and brought his own considerable legislative acumen to the process.

In addition to assisting many faculty members in applying for grants, awards, and fellowships, Dr. Hagerty has been active in assisting the creation of The Nakamichi Baroque Music Series at the College. The series — scheduled for Spring and featuring the Moore Organ in St. Mary's Chapel — was made possible by a \$60,000 grant from the Nakamichi Foundation in Los Angeles.

Faculty Notes

William A. Burke

associate professor of business administration attended a seminar on financial planning sponsored by the International Association of Financial Planners and a seminar on mergers and acquisitions sponsored by the American Management Association (AMA). Professor Burke has also conducted seminars for the AMA in Boston, New York, and Chicago on budgeting and financial management.

Leland Campbell

assistant professor of business administration, presented his paper, "An Investigation into Sales Promotion Tactics in the Cigarette Industry Following the 1971 Broadcast Ban," at the Business Research Forum, a newly created program for faculty members developed by the department of business administration at Stonehill.

Anthony J. Celano

assistant professor of philosophy presented his paper, "Ockham's Critique of Natural Ethics" at the Conference for Patristic Medieval and Renaissance Studies at Villanova University in October. He will publish several articles this year including "The 'finis hominis' in the thirteenth-century commentaries on the *Nichomachean Ethics*," which will appear in the *Archives d'histoire doctrinale et litteraire du moyen age* (Paris, Sorbonne); "Boethius of Dacia on the Highest Good," in *Traditio*; and a review of A. B. Wolter's *Duns Scotus on the Will and Morality* which will be published this summer.

James W. Chichetto, C.S.C. (Rev.)

instructor in the writing program, gave a reading in New York City this past summer. His biography has been selected to appear in the forthcoming 1986-1987 first edition of *Who's Who in U.S. Writers, Editors, and Poets*. His most recent work has appeared in *Mr. Cogito*, a publication of Pacific University.

Michael D. Coogan

associate professor of religious studies presented a paper entitled, "Archaeology and the Bible: The Book of Joshua," at A Conversation in Biblical Studies, sponsored by the Department of Judaic Studies, University of California, San Diego, La Jolla, CA this past spring. Professor Coogan has also published a review of *The History of Israel* by Michael Grant and *A History of Israel from the Beginnings to the Bar Kochba Revolt* by J. Alberto Soggin for *Biblical Archaeology Review*.

Elaine V. Cote

director of career services and assistant professor is chairperson of the Massachusetts Education Recruiting Consortium (MERC). MERC is comprised of thirty-five colleges and universities in Massachusetts and will sponsor its 13th annual recruiting conference on April 21-23 at the Boston Park Plaza Hotel and Towers.

Grace E. Donovan, S.U.S.C. (Sr.)

campus minister, acting director of the Writing Program, Fall Semester, associate professor of history and writing, published an article this past summer in *U.S. Catholic Historian* entitled, "The Carrolls of Carrollton Two Generations Later: The Caton Sisters."

Joan G. Donovan

assistant director of career services and assistant professor is vice-chairperson of the Massachusetts Education Recruiting Consortium (MERC).

Richard B. Finnegan

professor of political science presented two papers this past fall. The papers are, "The Ulster Crisis and the Security Policy of the United Kingdom" which was presented at the New England Conference for Irish Studies Meeting and "Limits and Possibilities in American National Security Policy" at the Northeastern Political Science Association, where he also served as chairperson on the Panel on American Security Policy. Professor Finnegan also published an article entitled, "Never Try to Walk to Moscow: Limits and Possibilities in American National Security Policy" in the Fall issue of the *Southeastern Political Review*.

George J. Hagerty

associate professor and director of academic development gave the keynote address at the American Association of Colleges for Teacher Education: Small College Conference in Atlanta, GA speaking on, "Academic Development for Small Colleges." He has also been invited to present a series of lectures on National Special Education and Rehabilitation policy for state and local officials in the State of Wyoming. Dr. Hagerty has also published several articles on national policy regarding the handicapped in the following journals: *Exceptional Children* (January, 1987), *Resources in Education* (August, 1986), *Encyclopedia of Special Education* (March, 1986), and *Reports of the Organization for Economic Cooperation and Development* (August, 1986).

James J. Kenneally

professor of history recently published two articles, "Sexism, the Church and Irish Women in Eire-Ireland" and "Reflections on Historical Catholic Women" in *U.S. Catholic Historian*.

Benjamin R. Mariante

professor of sociology attended the International Sociological Association Congress in New Delhi, India, where he presented a paper entitled, "Religion, Oppression and Liberation in Ireland," and where he served as chairperson of one of the sessions of Research Committee 22 (Sociology of Religion) for the USA. Professor Mariante also presented an invited paper at the American Sociological Association Conference in New York for the political sociology research group entitled, "Complex Politics: The Irish Case." Additionally, his monograph, "La Scuola de Francoforte e la Sociologia Della Religione" has appeared, along with five other monographs including one by Jurgen Habermas, in the collection *La teoria critica della religione* (Roma: Edizione Borla, 1986).

Richard Mazziotta, C.S.C. (Rev.)

campus minister and assistant professor of writing and religious studies has published Parts I and II of his article, "Flannery O'Connor on Original Sin" in *Emmanuel*. Father Mazziotta's article, "Listening for the Fullness of the Word of God" appeared in the Spring issue of the Presbyterian Church of America's journal on worship, *Reformed Liturgy and Music*.

Susan Mooney

assistant professor of biology is a Presidential University Graduate Fellow for 1986-87 at Boston University. Professor Mooney, in conjunction with L.A. Loretz, studied the differential effects of two bile salts on ion transport characteristics of teleost intestine. Their results will be published in *Comparative Biochemistry and Physiology*, which is currently in press.

Francis P. Phelan

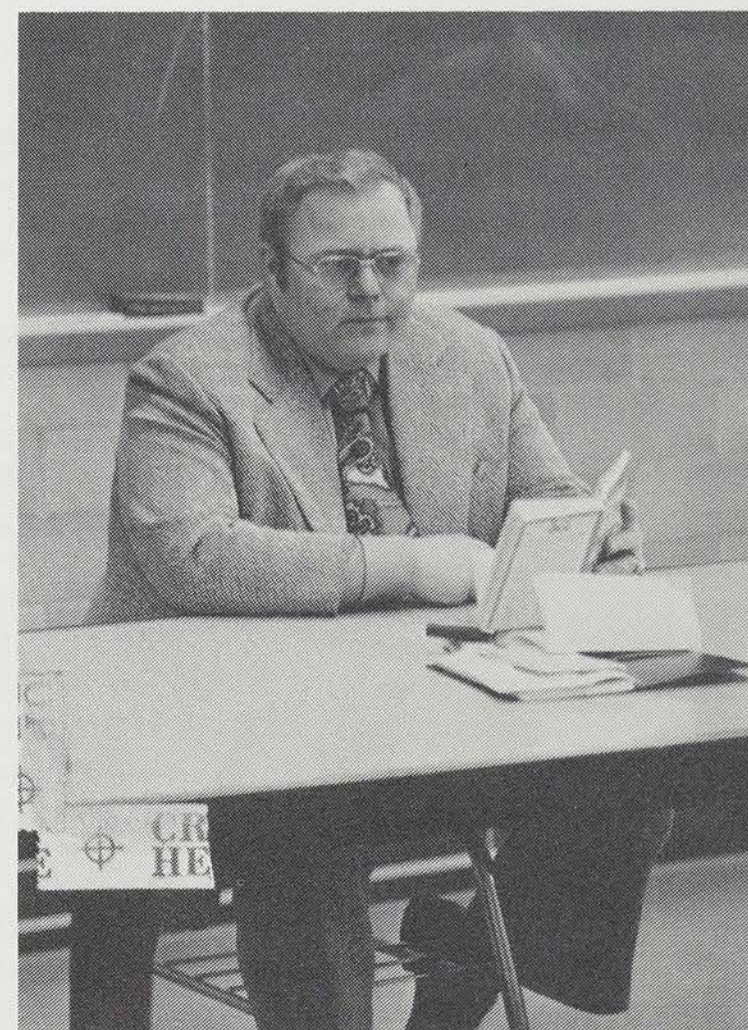
professor of English has been invited by the English department at Villanova University to give a reading from his novel, *Four Ways of Computing Midnight* and to comment on his works. His novel was published in paperback this year by Ballantine.

John A. Schatzel, C.P.A.

associate professor of accounting and chairperson, department of business administration, has announced that the department of business administration has created a new Business Research Forum whereby present and prospective faculty will have the opportunity to present their current research projects and interests to their colleagues on an informal basis. The presentations are expected to include both *a priori* and empirical research papers and proposals, reports on recent business consulting projects, discussions on proposed or enacted income tax changes, discussions on perceived attributes of teaching effectiveness, among other topics. All faculty are encouraged to participate.

James L. Wiles

professor of economics was interviewed by the *Massachusetts Business Review* for an article entitled, "Education Goes to Work for Business," published last August. The article focuses on the relationship between business and higher education. Professor Wiles elaborated on Stonehill's involvement both in the Southeastern Regional Research Institute which the College is forming with Bridgewater State College and whose main focus will be research and consultation work for various social service agencies, and the Southeastern Association for Cooperation in Higher Education of Massachusetts (SACHEM), a consortium composed of six public and three independent institutions in Southeastern Massachusetts. The main focus of SACHEM has been to cultivate a relationship with the business community.

In Memoriam

Edward F. MacLeod, associate professor of German at Stonehill died on August 8, 1986. Professor MacLeod joined the faculty in 1962 as an assistant professor of Modern Languages. In 1969 he was awarded tenure and promoted to the rank of associate professor. Professor MacLeod received his bachelor of arts degree from Boston College and his master of arts degree from Boston University.

Sports Notes

Coach Ernie Branco

The Stonehill College men's soccer team has been enjoying something soccer teams of the past have missed out on and that's winning. Since the arrival of coach Ernie Branco, that is.

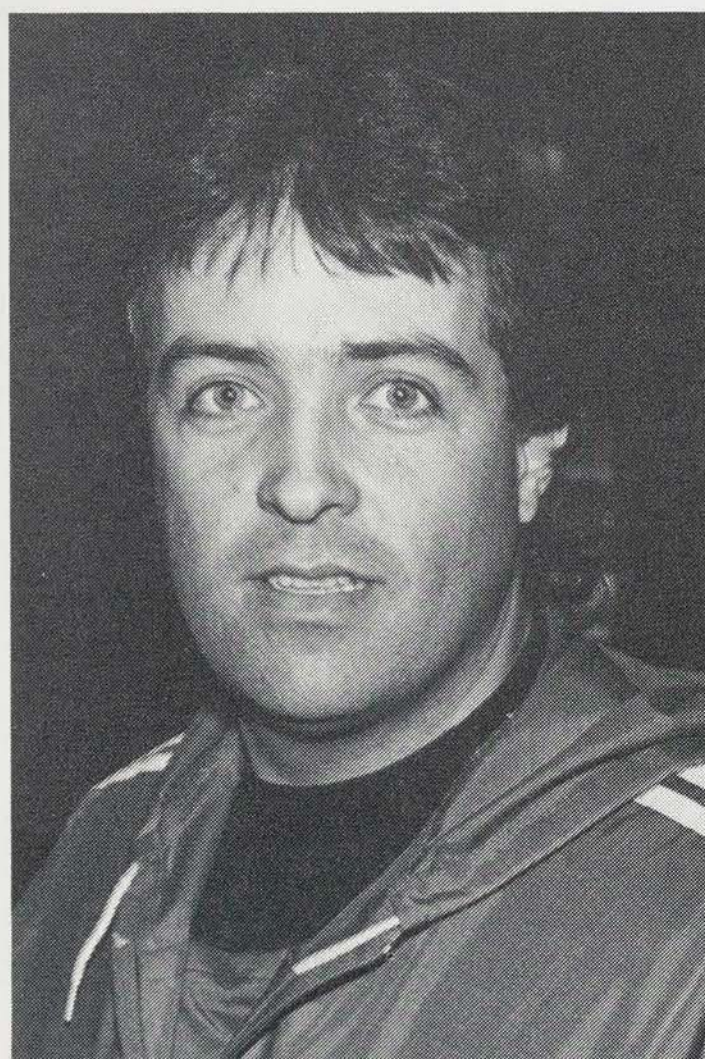
"I'm excited about the chance," Branco stated when he was appointed head coach in the spring of 1984, "and I honestly believe we can make things happen at Stonehill. We are a young and enthusiastic team and I believe that, with my experience, a competitive program can be built."

Branco has turned the fortunes of the soccer program a full 180 degrees as the Chieftains have gone from holding a reputation as an easy win to becoming one of the most feared teams in the Northeast-8 Conference. Branco turned the 4-11-1 team of 1983 into an 8-8-2 team in his first year. Then in 1985, Stonehill finished at 14-6-1 and was the first team in Northeast-8 history to go undefeated in conference play with a record of 7-0. Seven wins was also the most by any team in one season in conference history. Deservedly, Branco was named Northeast-8 Coach of the Year in 1985.

This year has been much the same story as the team continues its winning ways. After a tough start, which included losses to Division I schools Boston College and the University of Rhode Island, the Chieftains finished the '86 campaign with an overall record of 11-8-3. They tied for second place in the NE-8 with a record of 5-2 and were eliminated by Bryant College, 2-0, in the first round of the league playoffs.

Branco was born in Portugal where he played on junior soccer teams before he and his family moved to Brockton at the age of 16. Since then his credentials as both a coach and player have been growing.

He has been credited with starting Brockton's youth soccer program as well as several other locally run programs, including two indoor soccer leagues.



Soccer Coach Ernie Branco

An active player as well, Branco has participated on teams in the New England Soccer League and as a member of the Boston United Team in the Massachusetts Soccer League.

Branco's athletic talent has also put him on the gridiron as a place-kicker for the Bridgewater State College team when he was a student there in the 70's and more recently as a member of the Middleboro Cobras, a semi-pro team in the Eastern Football League.

Coaching, however, has been his greatest accomplishment. Branco coached a women's junior varsity team at Brockton High School to a 13-0 record in his first year. Then in 1981, he took the Brockton entry in the South Shore Soccer League to a 12-2 record before capturing the state cup.

With a career record of 33-22-6 at Stonehill, Branco has established himself and the soccer program as winners.

Prepared by Charlie Driscoll '87, an intern in the Stonehill Sports Information Office.

Fall Scoreboard

Men's Soccer: 11-8-3 (overall)
5-3 (NE-8 — 2nd place)

Women's Soccer: 6-13 (overall)
1-4 (NE-8 — 5th place)

Women's Tennis: 6-7 (overall)
5th place — NE-8 Championship

Club Football: 6-3 (overall — 3rd place New England Collegiate Football Conference)

Jerry Clifford '81 and Paul Sullivan '84 Tie for Alumni Golf Title

Jerry Clifford '81 and Paul Sullivan '84 (last year's individual champion) both shot a 75 to tie for low individual score at the second annual Alumni Golf Tournament.

Sullivan also won the longest drive contest with a drive of over 280 yards.

John Agoglia '78, Dave Leaver '78, Jeff Silva '78, and Steve Welsh '79 teamed together to capture the first place trophy for low foursome.

Three golfers — Jeff Silva '78, Tom Golota '81, and Bill Burchill '85 — tied for low individual honors with adjusted Calloway scores of 72.

Fifty-four alumni, ranging in years of graduation from 1971-1986, participated in the second annual tournament that was held on October 4th at Easton Country Club.

Class Notes

1952

Robert Wilkinson has been appointed Graduate Chairman of the English Department of Villanova University. Bob has been at Villanova for the past 28 years.

1953

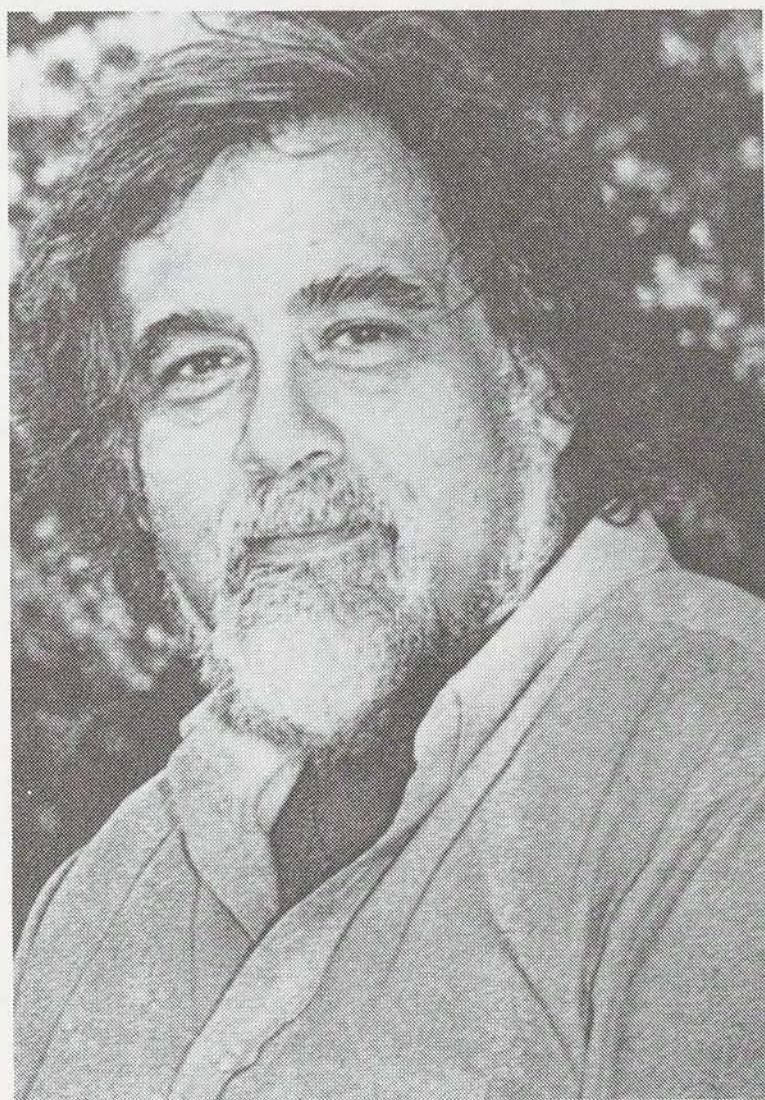
Daniel Kulick, an administrator for 21 of the 32 years he has worked for the Brockton School System, was elected assistant superintendent of schools by a unanimous vote of the School Committee.

1957

Robert Matson was honored at a testimonial dinner and dance last summer by the Fr. Bransfield Council of the Knights of Columbus in Holbrook upon the completion of his three-year term as District Deputy.

1962

Anne (Kennedy) Ilacqua has been named Head of the Educational Resources Library at Boston University.



Michael DeSisto founded the DeSisto College in Howey-in-the-Hills, FL. The college offers a personalized curriculum for individuals exhibiting special learning needs. Since the capacity for learning

differs with each student, a variety of learning and teaching modes are used to encourage independence and self-reliance as students pass from adolescence into adulthood. Faculty and therapists are available to help clarify career goals, serve as mentors and role models, and to instill a sense of confidence, productiveness and responsibility.

As educator, therapist and lecturer, Michael has appeared on many national television programs and has been featured in national periodicals during his 20 years of experience in the field of adolescent psychology. He has developed an effective form of multi-family therapy known as Parent/Child Communications Groups, a concept that has been studied and endorsed by professionals throughout the country.

Michael founded DiSisto Preparatory School, Stockbridge (MA) in 1978 and DeSisto Preparatory School, Howey (FL) in 1980.

1963

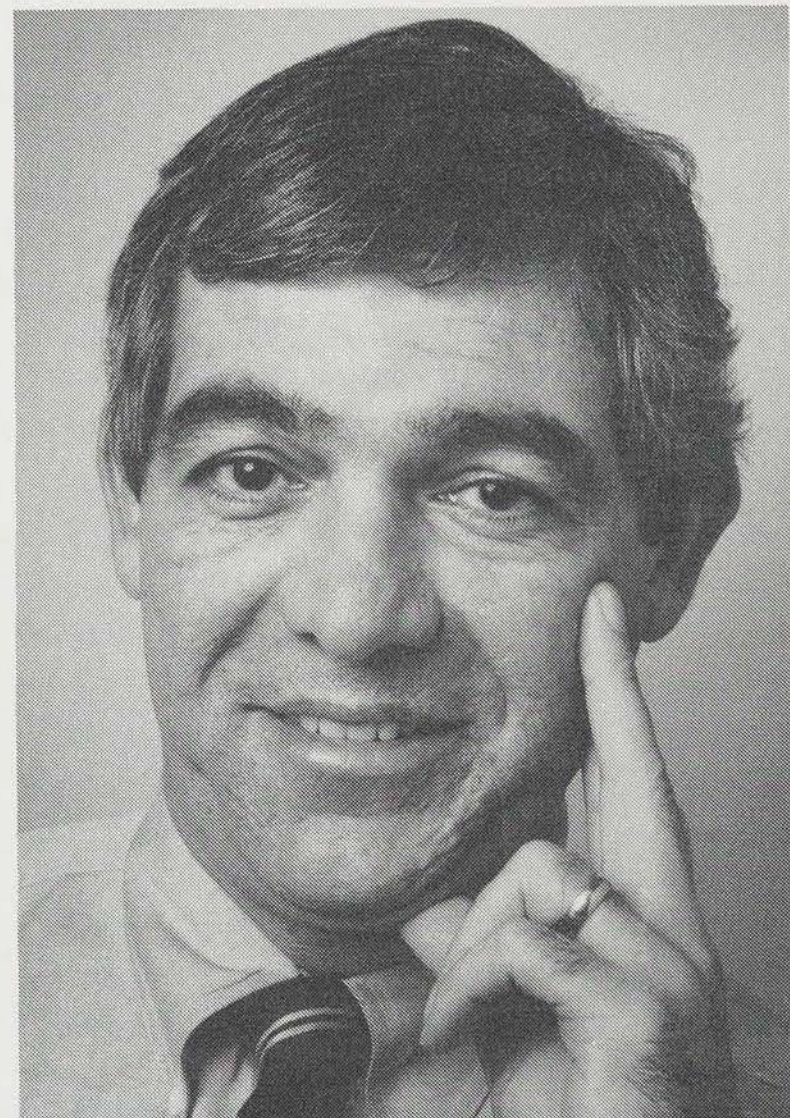
George Twiss has been appointed vice president and regional sales manager of Home Savings of America's subsidiary company, Ahmanson Mortgage Company in Seattle, WA.

1964

Fred Budreski was named vice president in the benefit plan services division of the institutional investor area at State Street Bank.

John P. Murphy recently joined the consulting firm of Michael Simon Associates, Inc. as a partner and executive vice president. Prior to this, John was the director of personnel at Warnaco, Inc.

Annette (Durand) Parker is a major in the U.S. Army on active duty assigned as an assistant professor of military science at John Carroll University in University Heights, a suburb of Cleveland, OH. She also teaches ROTC cadets at Cleveland State University.



Gerard M. O'Neill

has been working at the Boston Globe since 1965, and is again working as the Spotlight Team and Special Projects editor. Gerry headed the Spotlight Team when he was awarded the Pulitzer Prize for investigative reporting in 1972. The award was given in recognition of a series on political corruption in the city of Somerville. The three month investigation also earned the team the Bronze Medal for Distinguished Public Service from Sigma Delta Chi, the professional journalist's society. Gerry remained editor of the Spotlight Team until 1980.

His various positions at the paper have included city hall reporter, statehouse reporter, suburban reporter, investigative reporter, spotlight team editor, regional feature editor, and science and medicine editor. Gerry was the first Stonehill graduate to receive the College's Outstanding Alumnus Award in 1973 in recognition of his achievements in the field of journalism and his continuing and active interest in Stonehill.

Gerry was recently selected as "Best Reporter" by *Boston* magazine in its "Best of Boston" issue.

1965

John Drew is the developer of the Great Woods Performing Arts Center in Mansfield, MA. Among John's other projects are Boston's World Trade Center and the Bayside Mall.

1966

George Milot was named the new athletic director at Bristol-Plymouth High School by the School Committee. He is the former principal, athletic director and football coach at Bishop Stang in North Dartmouth; and last year was a teacher and assistant football coach at Bishop Feehan.

1967

Rev. Paul J. Farber, C.S.C., director of the annual fund at King's College, was elected president of the Wilkes-Barre, PA Kiwanis Club.

1968

William Driscoll, an office leasing specialist, was one of the top producers in the final quarter of 1985 for the North San Diego County office of Caldwell Banker Commercial Real Estate Services.

Jeffrey von Freymann has been promoted to senior vice president of Ingalls, Quinn & Johnson public relations firm in Boston, MA. Jeffrey joined the firm in 1975 as an account executive.

Sandy (Chapman) Byrnes was elected president of the Board of Education for High School District 214, the largest high school district in the state of Illinois.

1969

Dr. Susan Wheelan, a professor at Temple University, has co-authored a book entitled, *The Lewin Legacy: Field Theory in Current Practice*. It was published by Springer-Verlag.

Cheryl (Peterson) Dean has been accepted into the Ph.D. program in clinical psychology at the University of Vermont.

1970

Diane (Buckley) Robinson is teaching grade 3 in the Weymouth, MA school system and also teaches aerobics.

Daniel DeVasto is currently Chairman of the Massachusetts Society of CPAs Committee on Relations with Financial Institutions.

William Dundulis has recently been appointed District Deputy of the Knights of Columbus for the 1986-1987 fraternal year.

1971

Brother Thomas Dziekan, C.S.C., is taking a sabbatical, studying spiritual theology at Regis College of the Toronto School of Theology. He just completed 12 years at Notre Dame International School in Rome, Italy, the last 7 of them as headmaster.

Anne O'Brien has been appointed director of personnel and benefits for Courier Corporation, Lowell, MA, and is presently pursuing a master's degree in business at Northeastern University, Boston, MA.

1972



Stephen Poirot has been appointed director of admissions at Kingswood-Oxford School, a coeducational independent day school, in West Hartford. He will also teach two English classes and continue to serve as director of Summerwood, the school's summer program. In 1973, he joined the school as an English teacher, sophomore advisor, varsity and j.v. football coach and j.v. baseball coach.

Stephen's service to Kingswood-Oxford has included the chairmanship of the school's professional ethics and standards committee and membership on its teacher training and student life committees. He has also served as an admissions interviewer, student government adviser and book club adviser.

Stephen lives in Connecticut with his wife and three children.

Wayne Berning has been appointed director of the Restaurant, Hotel and Institutional Management Institute at Purdue University. Prior to this, Wayne worked at the Culinary Institute of America where for 14 years he held several executive level positions.

J. Charles Gomez is now a chemist with the Technical Services Group of the Construction Products Division of W. R. Grace & Company.

Suzanne Bergeron received her master's degree from Howard University in 1984 and currently is a public policy analyst for the National Urban League, Washington, D.C.

Kevin Carleton has been named acting director of public relations at Boston University. Since 1982, he has been a part-time faculty member of the University, teaching writing courses at Metropolitan College and the College of Communication.

1973

Catherine (Goulding) Kuzmiski has earned her law degree from New England School of Law. In addition to school and caring for two young children, she worked as a law clerk for the Tauntion firm of Wynn & Wynn.

Frederick Cochran, M.D., Ph.D. is now a research fellow in pediatric neurology and neurochemistry at the University of California, San Francisco.

Bruce Bonneau is now with the law firm of Hamel, Waxler, Allen & Collins, P.C. in New Bedford, MA. He is in their real estate department where he oversees all aspects of the real estate title division. Bruce and his wife, **Maxine (Davis) '74**, reside in New Bedford.

1974

Kathy Garramone is director of budget management for the Health and Hospitals Corporation in New York City, a health care organization of 17 hospitals and nursing homes.

Rita (Pink) Fair has been appointed vice president in charge of intermediate care facilities for the mentally retarded by the Handicapped Development Center in Davenport, IA.

Wayne Berard has been appointed assistant professor of English at Nichols College, Dudley, MA. Wayne previously taught at Ursuline Academy in Dedham, MA and the Berkley, MA public schools. Wayne taught writing at Stonehill on a part-time basis from September, 1983 through May, 1985.

1975

John Franey, CPA, has joined the firm of J. G. Hodgson & Co., Inc. as a tax manager, and is currently pursuing his M.B.A. in Taxation at Bentley College. John resides in Carver, MA with his wife and twin daughters.

Sheila Murphy is the newly appointed dean of students at Mount Holyoke College. Prior to this, she was vice president for student affairs at Russell Sage College, Troy, NY.

Marsha Moses received her Ph.D. in biochemistry from Boston University Graduate School. She is currently a post-doctoral research associate in the department of surgical research, Children's Hospital Medical Center and Harvard Medical School, Boston, MA.

Rory Lee has been promoted to vice president of sales, Drexel Trust Company, a subsidiary of Drexel Burnham Lambert.

1976

David Rocheleau was recently promoted to marketing group product manager at NEC Information Systems in Boxborough, MA. He received an undergraduate degree in electrical engineering and is pursuing additional graduate work at Worcester Polytechnic Institute. David resides in Worcester, MA with his wife Kathleen.

David Whiston, formerly of the Massachusetts Housing Finance Agency, has joined the Boston Financial Group, Inc. as vice president in the investor services division, and will be responsible for workout consulting services.

1977

Thomas Vendetti has been appointed to a sales manager position with Lyons Falls Pulp & Paper, Inc. He resides in Guilford, CT with his wife Alice and three children.



Nancy Stack Savoie is currently in her second year as the City Planner for the City of Brockton, MA. The department is responsible for all aspects of long-term and short-term planning for the city through assessment of present and future needs. Other services provided are directed toward zoning, subdivision control, and other land use restrictions, historic preservation, economic development, housing and recreation.

Nancy received a special certificate in December from the Plymouth County Conservation District for leadership and direction in the area of open space management. She is a member of the American Planning Association, Downtown Business Association (past vice president), and the American Cancer Society. Nancy has attended Stonehill's Division of Continuing Education, studying real estate appraisal. She is considering the possibility of law school next year.

Brother Mark Knightly, C.S.C., has accepted a position with the guidance department at Cardinal Mooney High School in Rochester, NY. He completed his M.A. degree from Fairfield University, CT in 1984 and did internship work with Catholic Family and Community Service of Columbia County, NY.

Margaret (Skay) Hartley works from her home in Waco, TX as a freelance writer/editor.

Kate Reilly has opened four specialty food stores in Osterville, Mashpee, Providence and Cambridge called Damson & Greengage. The stores carry 3,000 items as well as products under the Damson & Greengage label and offers breakfast, luncheon and light entrees.

Michael Bourbeau is practicing criminal law in California.

1978

Michael Hartigan has been promoted to manager in the tax department of the Boston office of Peat Marwick, the international accounting firm.

Mary Kimball has accepted the position of school adjustment counselor/psychologist in Berkley, MA.

William Fitzgerald has been appointed manager of marketing education at Nixdorf Computer Corporation, Waltham, MA. He resides in Methuen with his wife Lynn.

1979

Terri (Barnes) Caffelle was the winner of a Lucretia Crocker Fellowship, which will enable the winners to offer help to other classroom teachers throughout Massachusetts.

David Muldrew has been promoted to sales manager for the Days Inn Hotel at Detroit Metropolitan Airport.

Ronald Whitney was recently awarded New England Scholar Honors by New England School of Law for being in the top 10% of his class for the 1985-86 school year. Currently a student in his final year of study in the school's four-year evening division, he resides in Whitman with his wife Caroline and two children.

Stephen Langelier has recently become a partner and appointed vice president and sales manager of the Langelier Company, Inc. of Rhode Island. Steven and his wife and children reside in Derry, NH.

Robert Mulhern was promoted to senior development engineer, advanced manufacturing group, at Texas Instruments, Inc. in Attleboro, MA.

1980

Cathy (Labresh) Brooks is a production editor at D.C. Heath & Company in Lexington, MA.

Tony Gray has been promoted to business consultant at Digital Equipment Corporation.

James Fitzgerald was promoted to supervisor, business advisory services for the accounting firm of Needel, Welch & Stone in Hingham.

Thomas Brophy is now a member of the Massachusetts Bar and is employed as a law clerk to Judge G. Covett at the Brockton, MA District Court.

Moira Goggins is the assistant secretary of Irving Bank Corporation in New York City, and will be acting as the manager of the office of the corporate secretary.

1981

Jay Mattie has been promoted to audit manager in the Boston office of Coopers & Lybrand, the international accounting firm. Jay, a certified public accountant, specialized in providing services to manufacturing and high technology clients.

James Corkum is beginning his first year of residency at Johns Hopkins Hospital in Baltimore, MD.

Susan Picozzi received a master's degree in elementary education from the University of Bridgeport in August, 1985. She teaches at Eagle Hill School, Southport, CT.

Douglas Jacinto is a probation officer at the Fourth District Court in Wareham, MA. He resides in West Wareham, MA with his wife and son.

Moira Head has been named assistant benefit counseling officer of Teachers Insurance & Annuity Association-College Retirement Equities Fund.

Jim O'Neal has recently accepted a position of account executive at the CBS Radio Networks, NY.

Sarah (Vera) Derosier graduated from the New York College of Podiatric Medicine in May 1985. She has opened her own practice in Middleboro, MA.

Paul Kouri was promoted to vice president of Avon Home Fashions, Boston, MA. He and his wife reside in Walpole, MA.

Tom Golota is now a sales representative for Curtis 1000, a business form and envelope firm, working the Danbury, CT area.

Margaret (Meg) (Burke) Fernandez has been promoted to territory sales supervisor for SCM/Durkee Foods. She resides in Tampa, FL with husband Rudy.

1982

John Tourkantonis graduated from the New England Institute of Technology, Providence, RI in May and is working as a construction inspector for Tibbets Engineering, Fall River, MA.

Margaret Anne Roohan was named assistant treasurer in the master trust services division of the institutional investor services area of State Street Bank.

Charles Puleo recently graduated from Tufts University School of Dental Medicine and will practice in his hometown of Medford, MA.

Thomas Carchidi graduated from Tufts University School of Dental Medicine and will practice in Brockton, MA.

Matthew Aspden, a dean's list student in law school, graduated from New England School of Law. While a full-time student, he worked part-time as a law clerk for Brockton attorney Thomas S. Morey.

Michelle Carrier earned her law degree from New England School of Law. She worked as a law clerk in the New Bedford Office of attorney Peter Straiti, and for the law school library as a computerized legal research instructor while a student.

Gerry Lupacchino was promoted to director of personnel and operations for Luettgens Ltd., a department store in Hartford, CT.

Rev. William Traylor, C.S.C., was ordained to the priesthood for the Holy Cross Fathers Eastern Province on June 7, 1986 at the Holy Cross Church, South Easton, MA.

Paul F. Falvey has been promoted to manager in the private business advisory services department of the Burlington office of Peat Marwick, the international public accounting firm.

Rev. Mr. Thomas Looney, C.S.C., has become an instructor of theology at King's College, in Wilkes-Barre, PA.

1983

Michael Gold is a sales representative for Northeast Farms in New York City. His territory includes the New York metropolitan area.

Thomas Plouffe earned his Juris Doctor degree with honors from New England School of Law.

Second Lt. Christopher Deneen graduated from the U.S. Air Force communications officer course at Keesler A.F.B., Mississippi.



James P. Scanlon is a financial consultant with CIGNA Individual Financial Services Co. of Boston. Jim's various responsibilities at CIGNA include providing comprehensive financial plans for business owners, executives and professionals. This service encompasses such areas as income tax, investment and estate planning, and fringe benefit and business continuity planning for business owners. Jim is currently working towards completion of requirements to become a certified financial planner. An active alumnus, Jim recently participated in the Comprehensive Financial Planning Seminar held on campus as well as the alumni hockey game. He is married to the former Suzanne M. Cederholm and resides in Hingham.

Paula Kelley is an elementary school teacher in Darien, CT and recently received a master's degree from Fairfield University.

John Kirchner was recently promoted to manager of public relations for Blue Cross/Blue Shield of NJ. He is also a lobbyist for Blue Cross/Blue Shield.

Joseph Harb earned a degree from Vermont Law School, South Royalton, VT. He is employed by Attorney Timothy Wills and will be taking the New Hampshire Bar exam.

1984

Lawrence Berry is the assistant front office manager for the Sheraton-Tara Hotel in Braintree, MA.

Joe Gomes has been named sports publicity assistant at Boston College. Prior to this appointment, he was director of sports information at American International College.

Cathy Hendrick recently began working with Procter & Gamble in Worcester, MA as a sales representative.

Roger Lamontagne recently graduated from Tufts University School of Dental Medicine and will be practicing in his hometown of Manchester, NH.

Catherine Seager received a master's degree from the American University, Washington, DC (film and video specializing in children's television). She is employed by Prince George's County Public Schools, Maryland.

Denise O'Connor has joined Healthway as account services administrator in the Marketing Department. She recently worked for Alternative Care, a home health care service.

1985

Joseph Polcaro was accepted to the University of Health Sciences College of Osteopathic Medicine in Kansas City, MO commencing Fall Semester '86.

Kimberly Gelb has been named a media analyst for HBM/Creamer, Boston, MA.

Jay Gubala has been promoted to president of American Saturated Felt Association and is responsible for the company's southern operations.

John O'Brien has joined Digital Equipment Corporation as a computer engineer.

1986

Kevin Depin is teaching second grade in the Dennis/Yarmouth, MA School District.

Jack Raeke is a teacher at Southeastern Regional High School, and coaches football, basketball and baseball.

Jill Piantedosi is a restaurant supervisor at Charley's Saloon in Braintree, MA.

Richard Roberts is a sales representative for the W. B. Mason Company, Brockton, MA.

Paula Robert is an admissions counselor for Anna Maria College in Paxton, MA.

Patricia Connors is a sales representative for the W. B. Mason Company, Brockton, MA.

Cynthia Perdue is with the operations department sales division of WVCB-TV, Channel 5 in Boston.

Michael Pallotta is in sales/service with the Pallotta Oil Company, Inc.

Robert Britto is an account representative with General Motors Acceptance Corporation.

Maryann (Mitzi) Genovesi is an annuity/pension special case analyst with Aetna Life and Casualty.

Jean De Florio is a staff accountant with Feeley & Driscoll.

Francesca Faria is a teacher at Jesus Savior School, Newport, RI.

Michael Galligan has completed 3 months of extensive training at Washington, DC and Glynco, GA for capitol police and is now on duty at the Capitol Building in Washington, DC.

Marriages

Michael Dumas '79 and Mary Foust, 7/86.
Michael Hartigan '78 and Susan Lawrence, 6/86.
James P. Carrigan and **Jacqueline Girola '83**, 4/86.
Thomas P. O'Neill and **Michele Glennon '80**, 10/12/85.
Stephen Brooks and **Cathy Labresh '80**, 4/19/86.
Daniel Brophy '82 and Vicki Ann Poole, 6/86.
John Tomitz and **Barbara Breska '81**, 5/10/86.
Thomas Fergus III '84 and Colleen Kelly '84, 5/24/86.
Jean Cameron and **William Cobb '76**, 9/86.
Mary Jane Washburn '82 and Peter Joyce '82, 9/86.
Cynthia Tripp '86 and Lance Schuttauf, 8/6/86.
Karen Frank '86 and Donald Reuter, 7/26/86.
Monica Hurley '86 and Ronald Lawson, 8/17/86.
Michelle Carrier '82 and Rene Trial, 9/20/86.
Pamela Gagan '78 and Joseph Smith, 3/85.
Kathy Garramone '74 and Drew Tressler, 11/85.
Patti Flaherty and **Joseph Burrows '57**, 11/85.
Patricia Sullivan '83 and Michael Kennedy '83, 9/86.
Suzanne Still '84 and Stephen Hughes, 5/86.
Peter Taylor '83 and Cathy Drum, 10/86.
Janet Callahan '86 and Alan Morton, 9/86.
Rosemarie O'Brien '73 and Donald DeRosa, 8/86.
David Derosier and **Sarah Vera '81**, 10/85.
Leeanora Hummel and **Paul Kouri '81**, 5/86.
Michael Murphy and **Holly Deiana '83**, 10/86.
Karen Freeman '84 and Christopher Boyle '83, 8/86.
Leslie Turner '84 and Daniel Fabrizio, 10/86.
Demetra Dragotakes '84 and Ronald Smith '83, 10/86.
Kara Bellamy '84 and Colin Menzies, 10/86.
Nancy Nelson and **Mark Bendix '84**, 10/86.

New Arrivals

Denise and **Alan Bagdonas '75**, Coral Springs, FL, daughter Lauren, 3/7/86.
Ed and **Judy (Cappuccino) MacCaferri '75**, Plymouth, MA, son Martin Edward, 9/6/85.
Henry and **Jane (Martin) Fortin '74**, Fairhaven, MA, daughter Kirby, 4/8/86.
Carmine and **Dana (Kazan) Catalana '82**, Bridgeton, NJ, daughter Rachel Elizabeth, 4/21/86.
Doug and **Jill (Forbes) Stubbs '76**, Hughesville, PA, daughter Sara Catherine, 7/18/86.
Mark and **Maureen (Foye) Pineo '73**, South Dennis, MA, son Timothy Michael, 4/9/86.
John (Jack) '77 and Laure (Leone) Carey '76, Rocky Hill, CT, daughter Rachel Ruth, 7/11/86.
Steven and **Donna (Bowman) Fuller '73**, Millis, MA, daughter Kristen Donna, 5/13/86.
Paula and **William Dundulis '70**, Woonsocket, RI, son William III, 2/24/86.
Kermit and **Diane (Buckley) Robinson '70**, Hanover, MA, son Michael, 5/20/86.
David and **Maryanne (Lauring) Seibold '83**, Worcester, MA, son Mark Anthony, 4/25/86.
Linda and **Michael Bourbeau '77**, Santa Monica, CA, son Nicholas, 7/2/84; daughter Caitlin, 3/2/86.
Mario and **Lorraine (Cuoco) Merante '77**, West Nyack, NY, daughter Carla, 1/17/86.
Philip '74 and **Mary Jo (Smith) McCauley '77**, Hudson, MA, daughter Caitlin Rose, 3/9/86.
Patricia and **J. Charles Gomez '72**, Braintree, MA, daughter Victoria Teresa, 6/2/86.
Donna and **John Kiernan '67**, Waterbury, CT, son Patrick John, 4/21/86.
Joel and **Patricia (Fogarty) Lovering '77**, Walpole, MA, daughter Meghan Elizabeth, 4/7/86.
Robert and Sueanne (Lynche) Curley '81, Milton, MA, son Michael Robert, 6/9/86.
Stevan and **Mary Beth (Lombardi) Mack '78**, Panorama City, CA, son Tyler Stevan, 6/26/86.
Barbara and **Frank Cullen '71**, Yorktown, NY, third son, Brady, 6/30/86.
Kathleen (Patts) '81 and Jay Bowie, Hanson, MA, daughter Kaitlin Eileen, 9/14/86.

Cindy (Giusti) '81 and Wayne Russo, Warwick, RI, son Ryan, 3/19/86.
Tom and **Cheryl (Wood) King '78**, Norfolk, MA, son Matthew Jason, 7/19/86.
Deb and **Timothy Sullivan '72**, Corvallis, OR, daughter Laura Christine, 9/21/85.
Betty Ann and **William Weldon '67**, Duxbury, MA, daughter Megan Marion, 8/3/86.
Regis and **Robert Madden, Jr. '73**, Hamden, CT, son Robert, 8/19/86.
Ted and **Marcia (McDonough) Quigley '76**, Providence, RI, daughter Kaitlyn, 7/2/86.
Mark and Margaret (Skay) Hartley '77, Waco, TX, son Daniel Collier, 4/11/86.
Melinda and **Joseph Dooley '77**, Taunton, MA, son Austin Joseph, 5/19/86.
James and **Mary Jane (Lally) Brady '77**, Walpole, MA, son Ryan James, 7/10/86.
Mark and **Ann (Kenneally) Puccetti '80**, Chicago, IL, daughter Stephanie Rose, 8/10/86.
Rita and **Jim Dillon '74**, Schenectady, N.Y., daughter Kathleen Ann, 7/21/86.

In Memoriam

Donald Abbott, C.S.C., '63, New York City, 7/86
Stephen Brightman, '77, Mansfield, MA, 11/86
James Gildea, C.S.C., '53, Bridgeport, CT, 7/85
Patricia Roche '84, Walpole, MA, 9/86
Robert Scully '75, Quincy, MA, 10/86

Our apologies to Edith (Adams) Cummings '77 for omitting her name from the list of donors in the 1986 Annual Fund Report.

"Business Card Social"

Tia's Restaurant
Boston Marriott, Long Wharf
February 19, 1987
5:00 p.m.-7:00 p.m.

Mark your calendars and plan to stop by Tia's Restaurant after work on Thursday, February 19th for some light hors d'oeuvres, cash bar and the opportunity to meet with fellow alumni who work in the Boston area.

Bring your business cards to exchange with your fellow alumni.

R.S.V.P. to the Alumni Office —
238-1081, ext. 343.



Classes of
1952, 1957, 1962, 1967
1972, 1977, 1982

May 29-31, 1987

Make plans now to join your classmates for this very special **Reunion Weekend** on campus. If you are interested in joining a Reunion Committee, please contact the Alumni Office. Watch your mail for a schedule of activities, as well as registration materials.

"Irish Night"

March 7, 1987
8:00 p.m.-12 midnight

Brother Mike's Pub — Stonehill Campus

Irish Entertainment
Cash Bar Door Prizes
Tickets \$5 per person

A limited number of tickets are available on a first come, first serve basis. Call the Alumni Office at (617) 238-1081 ext. 343 to reserve tickets.

"Shear Madness"

Sunday, March 22, 1987 3:00 p.m.
Charles Playhouse • Stage II
74 Warrenton Street, Boston, Mass.

"The side-splitting comedy whodunit that lets the audience play armchair detective."

Five-Time Winner Best Comedy of the Year — Boston Readers Poll

The Alumni Office has reserved the 200 seat cabaret-style theatre for Stonehill Alumni and their friends. The Special Group Rate ticket price is \$11. Tickets are available on a first come, first serve basis. Mark your calendars now, and watch your mail for more details.

Alumni Spring Semester Schedule of Events

February

- 7 Connecticut Area Club sponsors tickets to the Whalers Game.
- 9 New York Phonothon.
- 10 Washington D.C. Phonothon.
- 17 Alumni Career Network Reception — Stonehill.
- 19 Business Card Social at Tia's Restaurant at Marriott Long Wharf, Boston — 5 p.m. to 7 p.m.

March

- 7 Alumni Irish Night — Brother Mike's Pub on campus.
- 10 Real Estate Seminar — Hemingway Auditorium on campus.
- 22 Stonehill at "Shear Madness," Charles Playhouse, Boston.
- 26 Washington D.C. Area Club sponsors tickets to the Bullets vs. Celtics game.

April

- 7 Annual New York City Area Club Reception at Ryan McFaddens.
- 11 Annual Faneuil Hall Cocktail Party.

May

- 2 Alumni Reception at John Hancock Tower, Boston.
- 29-31 Reunion Weekend '87 — on campus.

This is a partial schedule of alumni activities. Please watch your mail for details on these events, as well as announcements of other activities.

ANNOUNCING

ALUMNI "BUSINESS TO BUSINESS" BOOK

Watch for further details . . .

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